



# ONLINE SHOPPER

## Global Advisor

May 2018



# REGIONS

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# SUMMARY

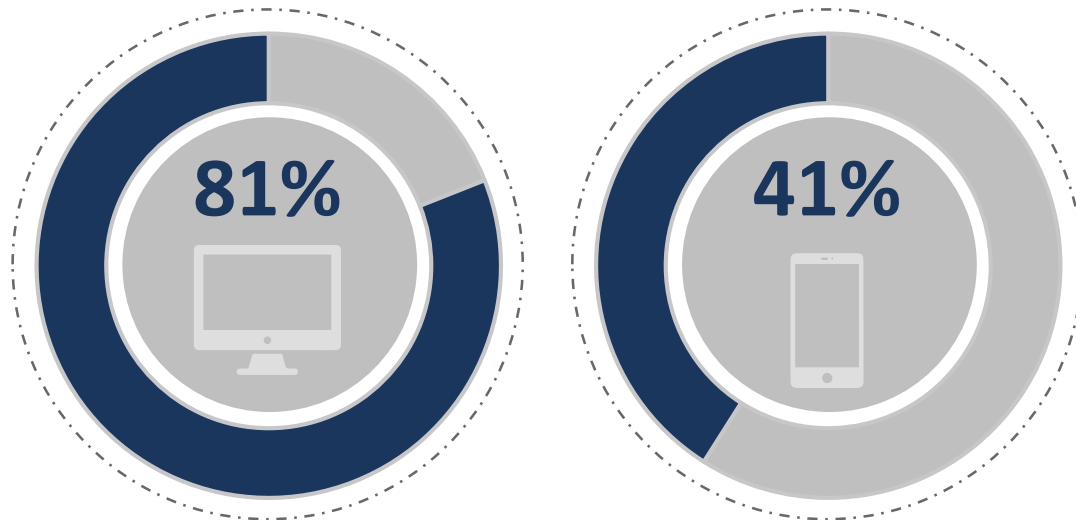
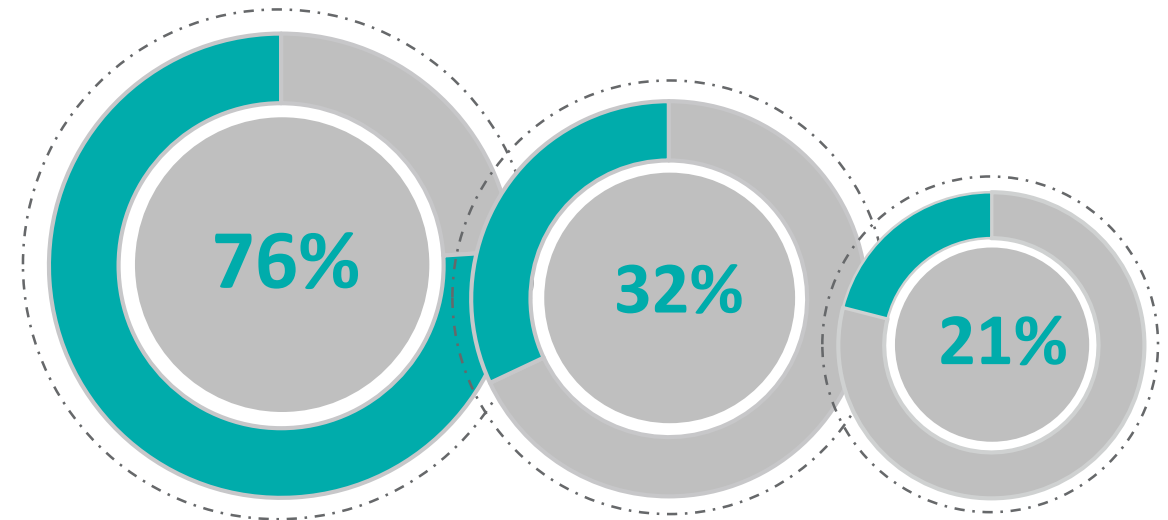
NORTH AMERICA	4
LATAM	9
EUROPE	14
APAC	19
MIDDLE EAST/AFRICA	24



# NORTH AMERICA

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Category	North America	LATAM	Europe	APAC	Middle East/Africa
Travel/tours/hotel reservations	19	12	19	30	22
Clothing, accessories & shoes	48	38	46	56	32
Restaurant/fast food take away meals	19	11	16	30	22
Books (electronic or paper) or magazine subscriptions	25	21	27	37	17
Personal tech items	20	23	24	33	27
Toys & games	25	17	24	17	16
Beauty products	18	16	21	27	15
Home electrical appliances	12	16	18	26	18
Entertainment	27	13	17	19	16

**DEVICES USED TO PURCHASE ONLINE P3M****COMPUTER/  
LAPTOP****MOBILE****METHODS USED TO PURCHASE ONLINE P3M****DIRECTLY FROM A  
RETAILER'S WEBSITE****FROM A  
MARKETPLACE  
SUCH AS EBAY,  
TMALL ETC.****DIRECTLY FROM A  
RETAILER'S APP**

Base: All Respondents, n=2002

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

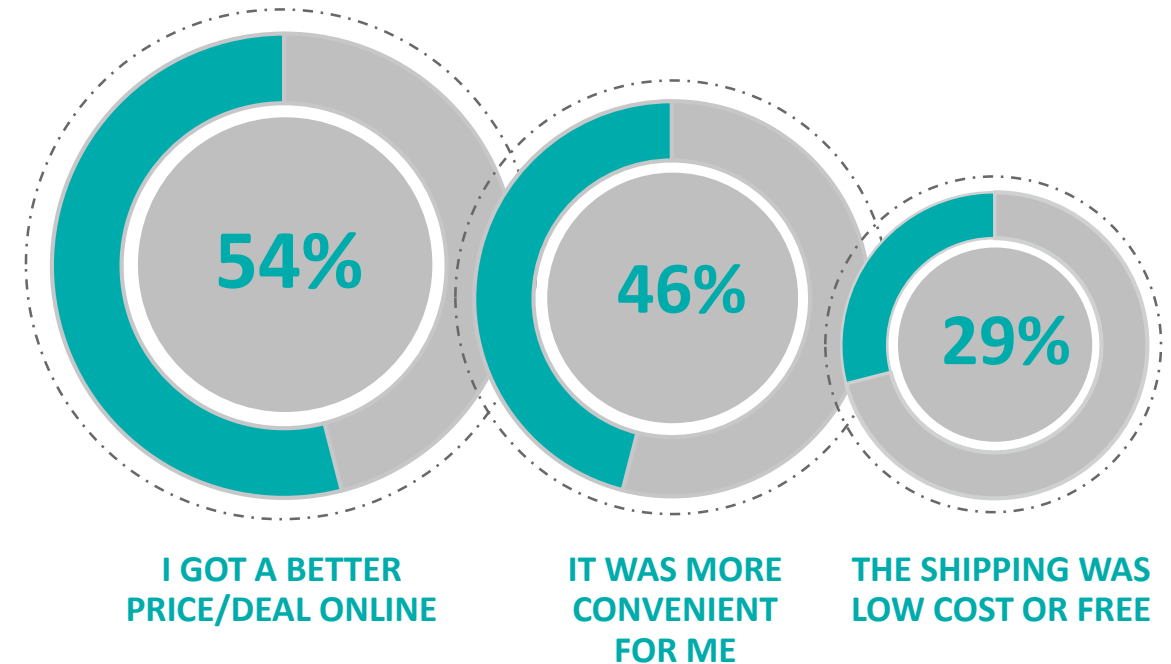
Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?



## TOP 10 CATEGORIES PURCHASED ONLINE



## TOP 3 REASONS FOR BUYING ONLINE



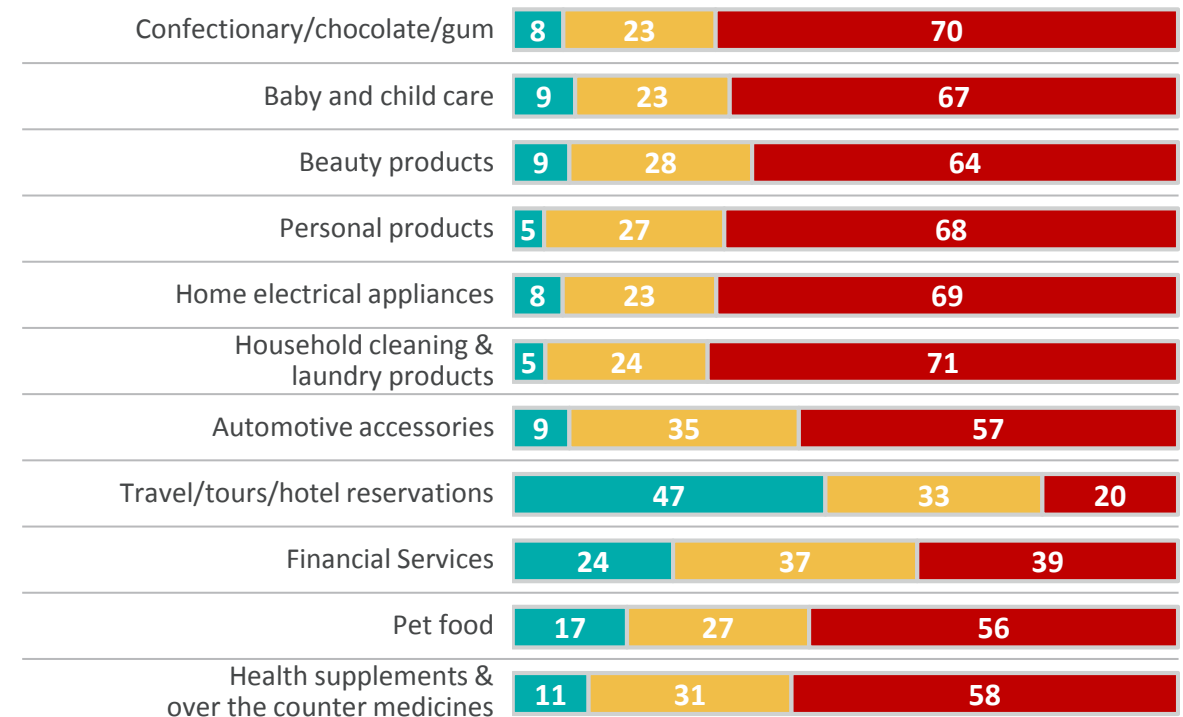
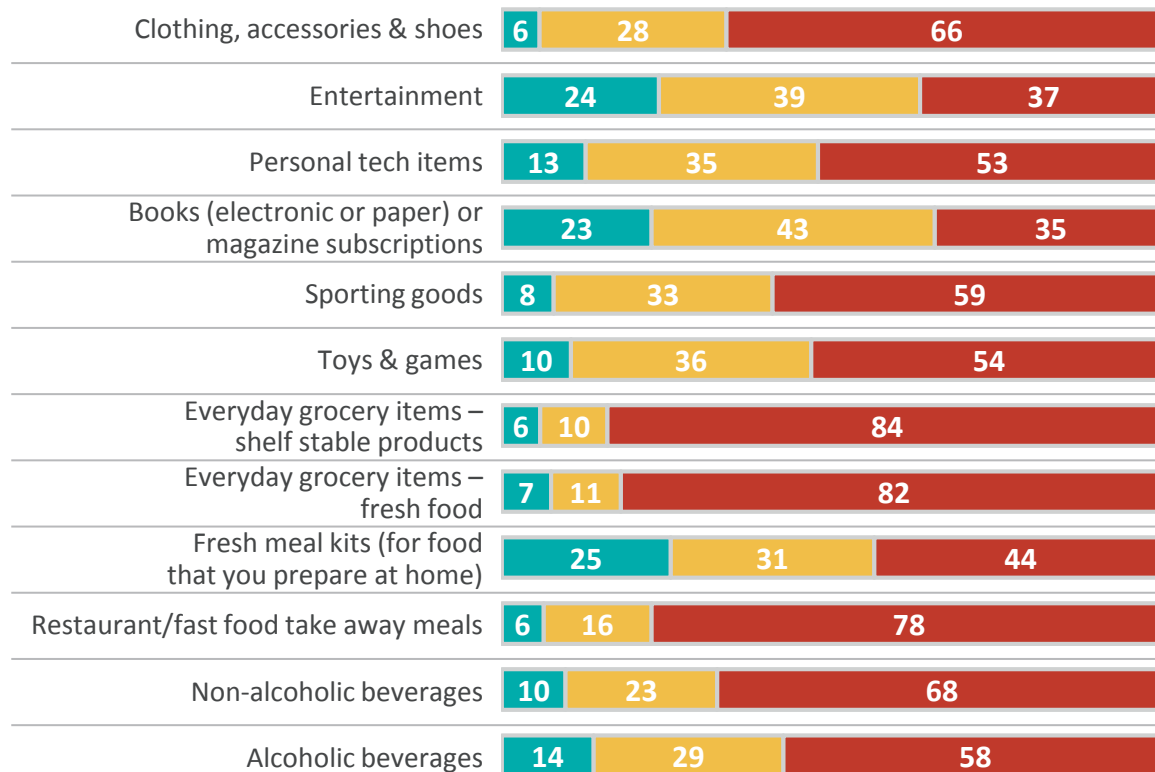
Base: All Respondents, n=2002

Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?



## FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=107 to n=963

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

■ Exclusively/almost exclusively buy online  
■ Mostly buy online  
■ Occasionally buy online



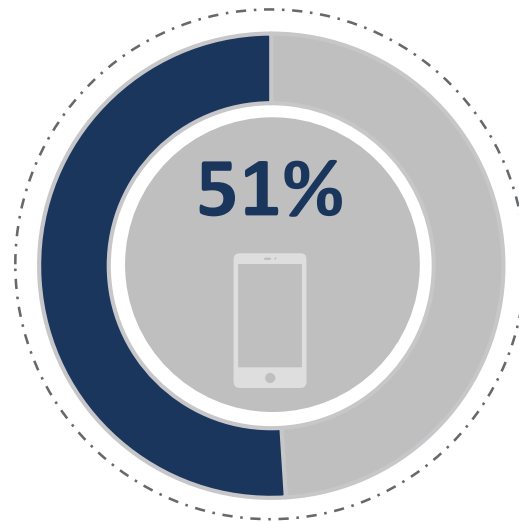


Category	North America	LATAM	Europe	APAC	Middle East/Africa
Travel/tours/hotel reservations	19	12	19	30	22
Clothing, accessories & shoes	48	38	46	56	32
Restaurant/fast food take away meals	19	11	16	30	22
Books (electronic or paper) or magazine subscriptions	25	21	27	37	17
Personal tech items	20	23	24	33	27
Toys & games	25	17	24	17	16
Beauty products	18	16	21	27	15
Home electrical appliances	12	16	18	26	18
Entertainment	27	13	17	19	16

## DEVICES USED TO PURCHASE ONLINE P3M

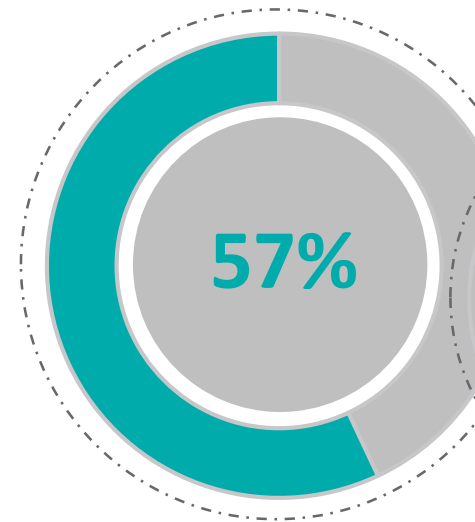


**COMPUTER/  
LAPTOP**

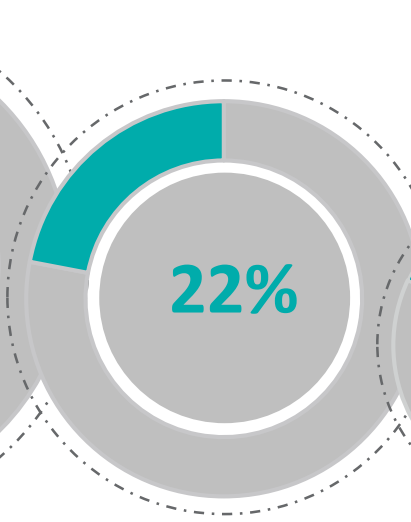


**MOBILE**

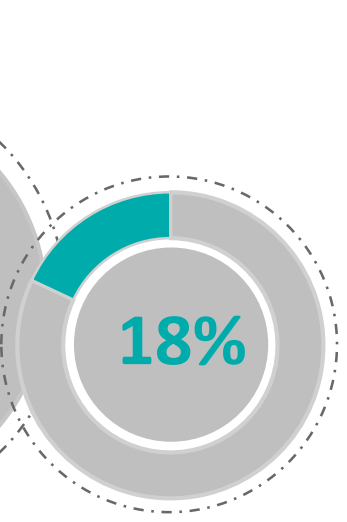
## METHODS USED TO PURCHASE ONLINE P3M



**DIRECTLY FROM A  
RETAILER'S WEBSITE**



**DIRECTLY FROM A  
RETAILER'S APP**



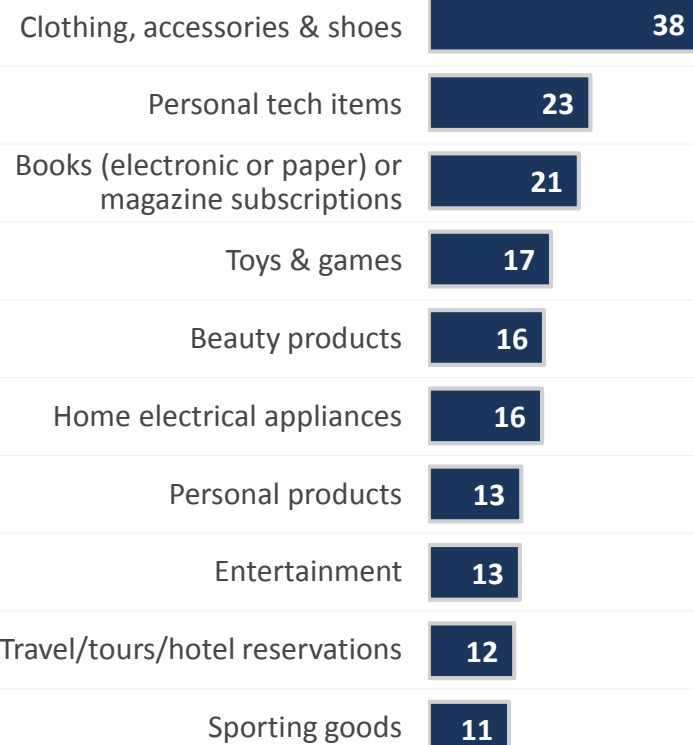
**FROM A  
MARKETPLACE  
SUCH AS EBAY,  
TMALL ETC.**

Base: All Respondents, n=2580

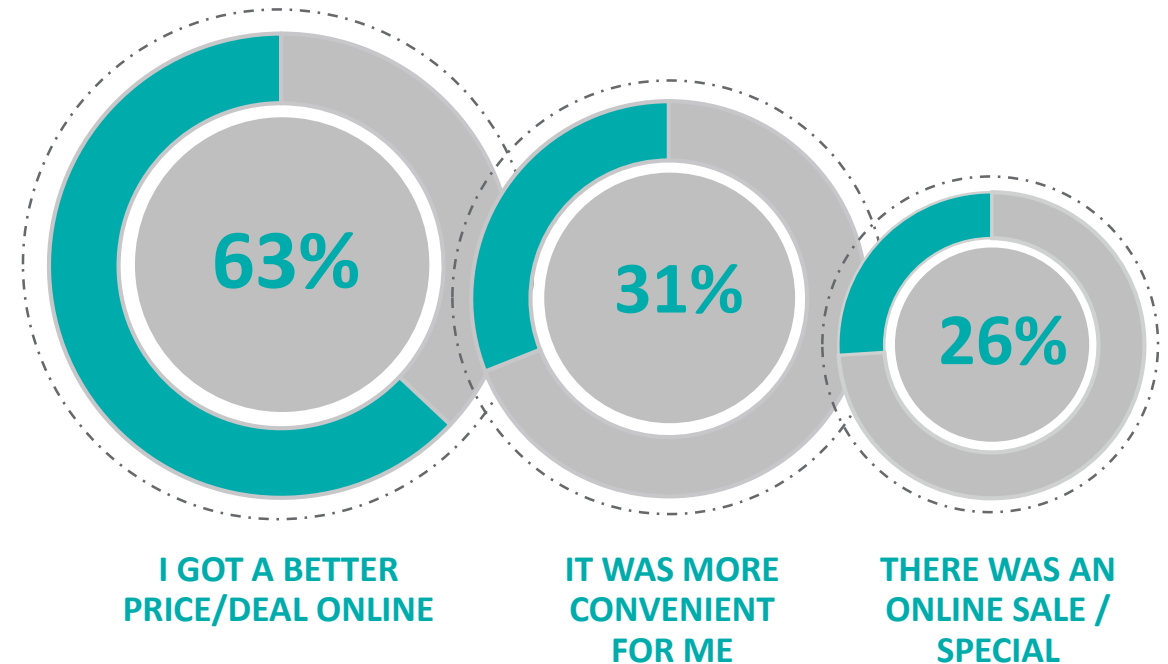
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

## TOP 10 CATEGORIES PURCHASED ONLINE



## TOP 3 REASONS FOR BUYING ONLINE

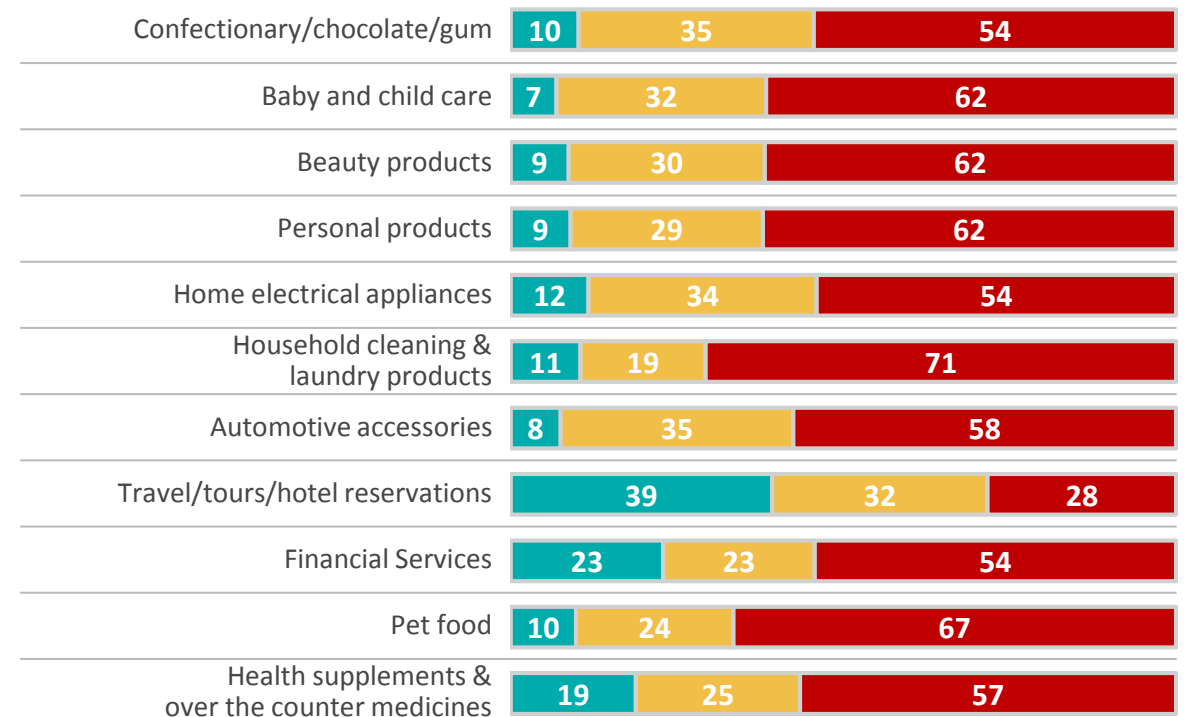
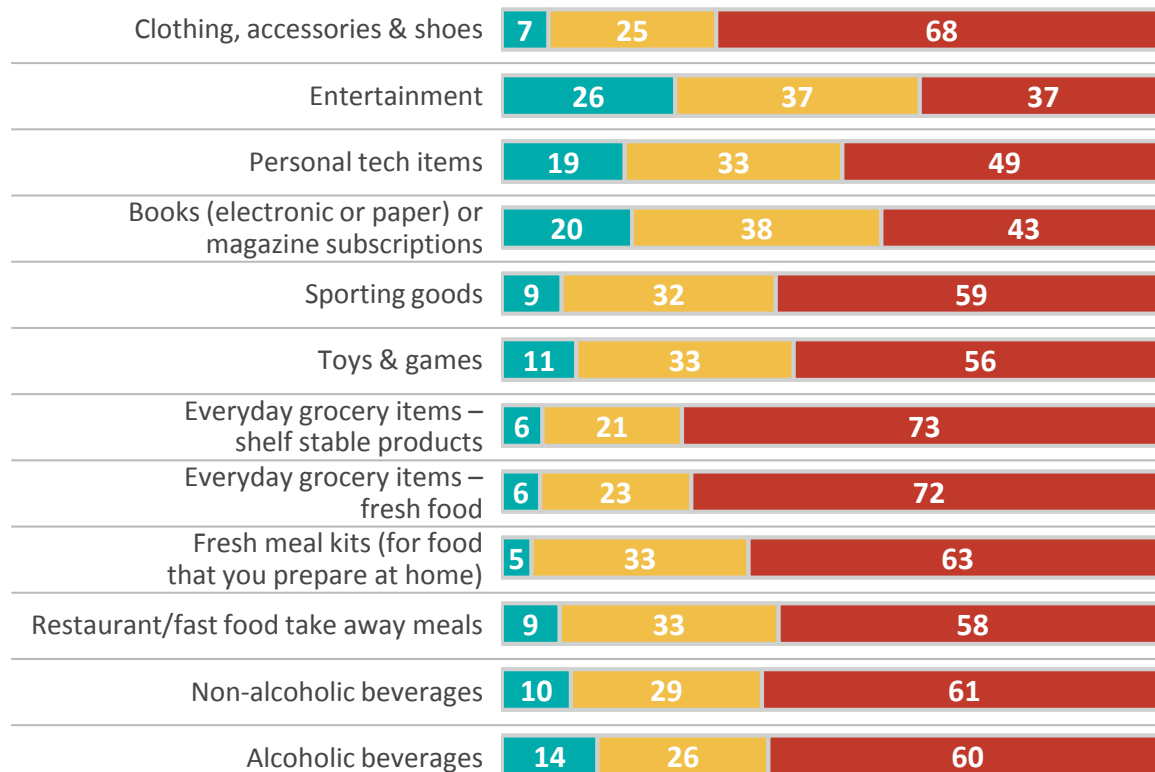


Base: All Respondents, n=2580

Q3. Which of the following have you purchased online in the last 6 months?




Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?

## FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=104 to n=986

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

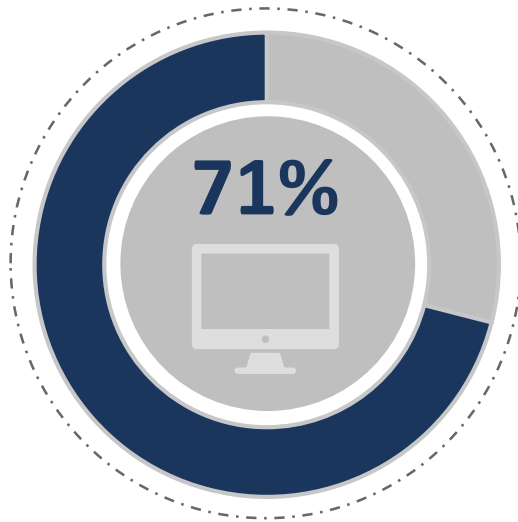
 Exclusively/almost exclusively buy online  
 Mostly buy online  
 Occasionally buy online



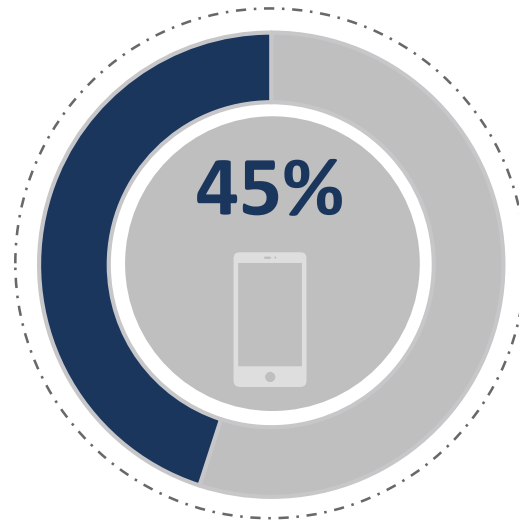
# EUROPE

Category	North America	LATAM	Europe	APAC	Middle East/Africa
Travel/tours/hotel reservations	19	12	19	30	22
Clothing, accessories & shoes	48	38	46	56	32
Restaurant/fast food take away meals	19	11	16	30	22
Books (electronic or paper) or magazine subscriptions	25	21	27	37	17
Personal tech items	20	23	24	33	27
Toys & games	25	17	24	17	16
Beauty products	18	16	21	27	15
Home electrical appliances	12	16	18	26	18
Entertainment	27	13	17	19	16

## DEVICES USED TO PURCHASE ONLINE P3M

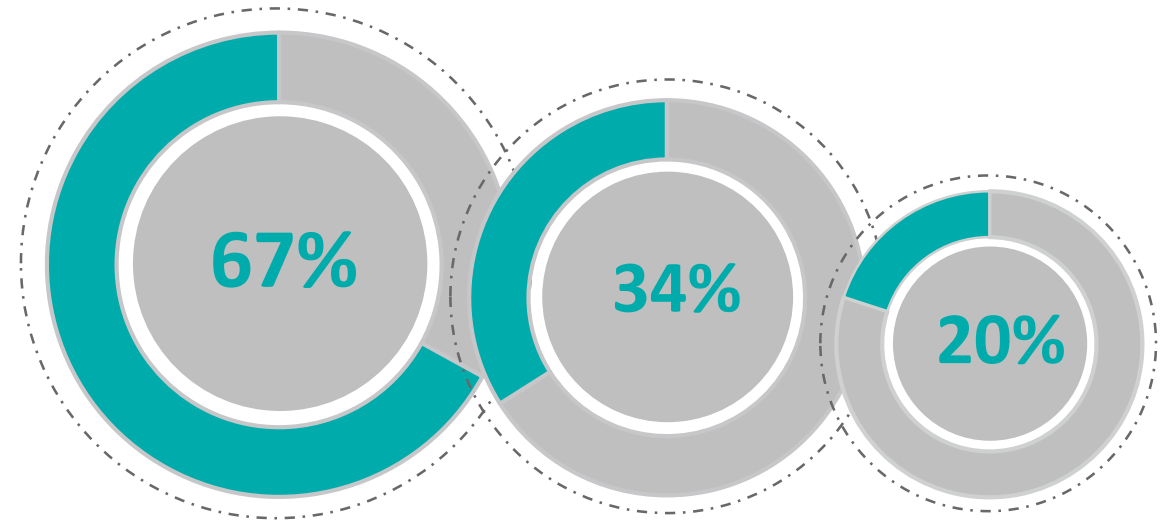


**COMPUTER/  
LAPTOP**



**MOBILE**

## METHODS USED TO PURCHASE ONLINE P3M



**DIRECTLY FROM A  
RETAILER'S WEBSITE**

**FROM A  
MARKETPLACE  
SUCH AS EBAY,  
TMALL ETC.**

**DIRECTLY FROM A  
RETAILER'S APP**

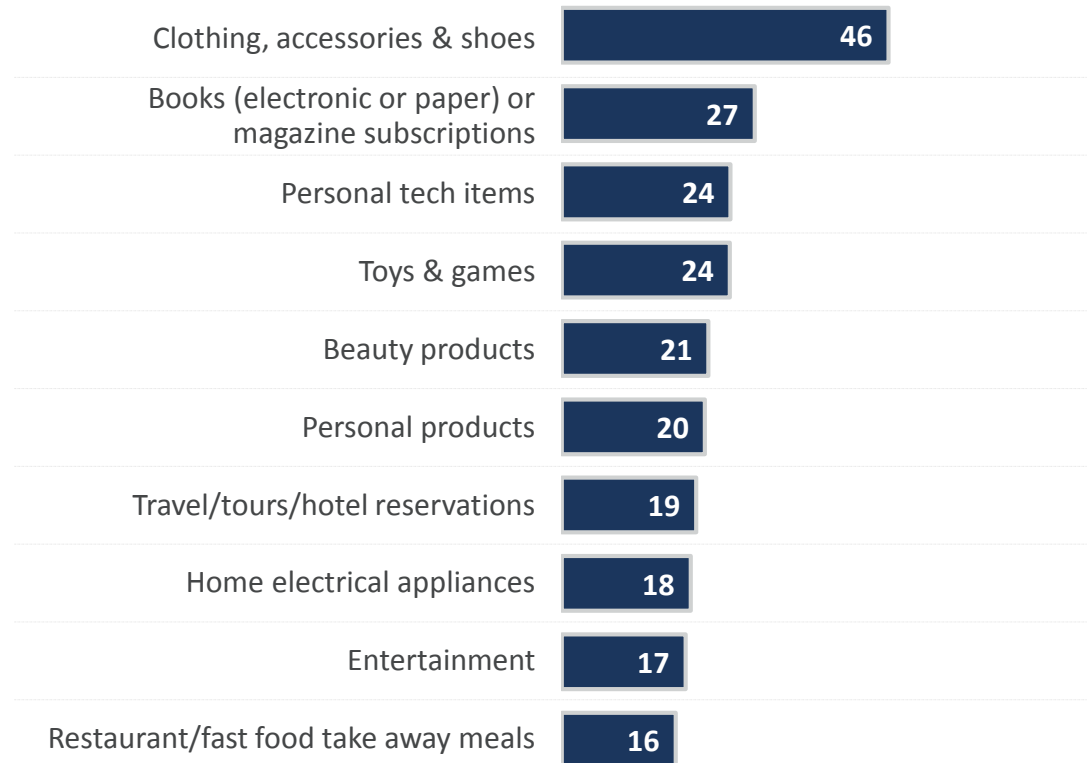
Base: All Respondents, n=8555

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

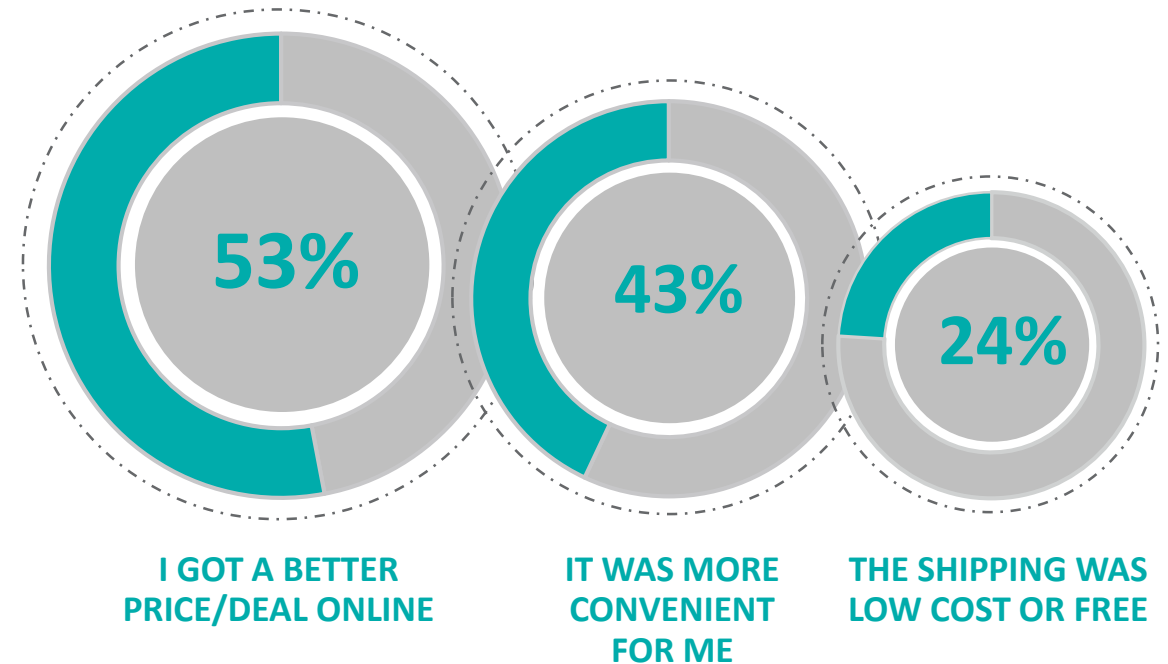
Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?



## TOP 10 CATEGORIES PURCHASED ONLINE



## TOP 3 REASONS FOR BUYING ONLINE

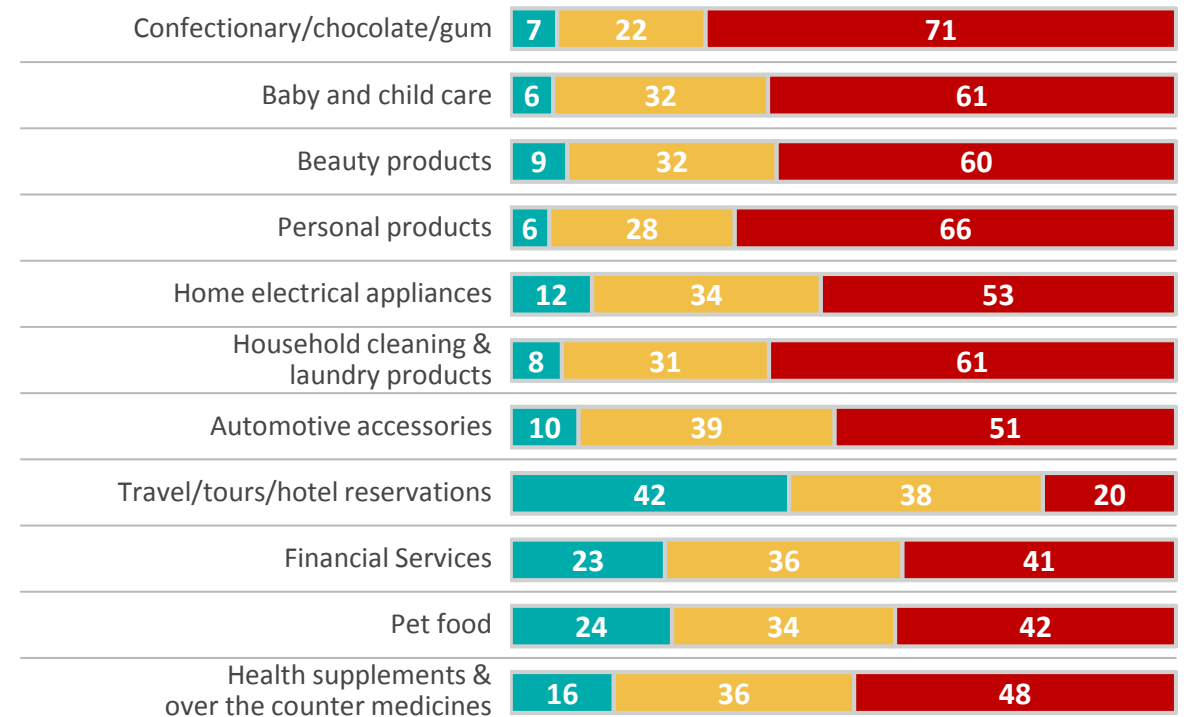
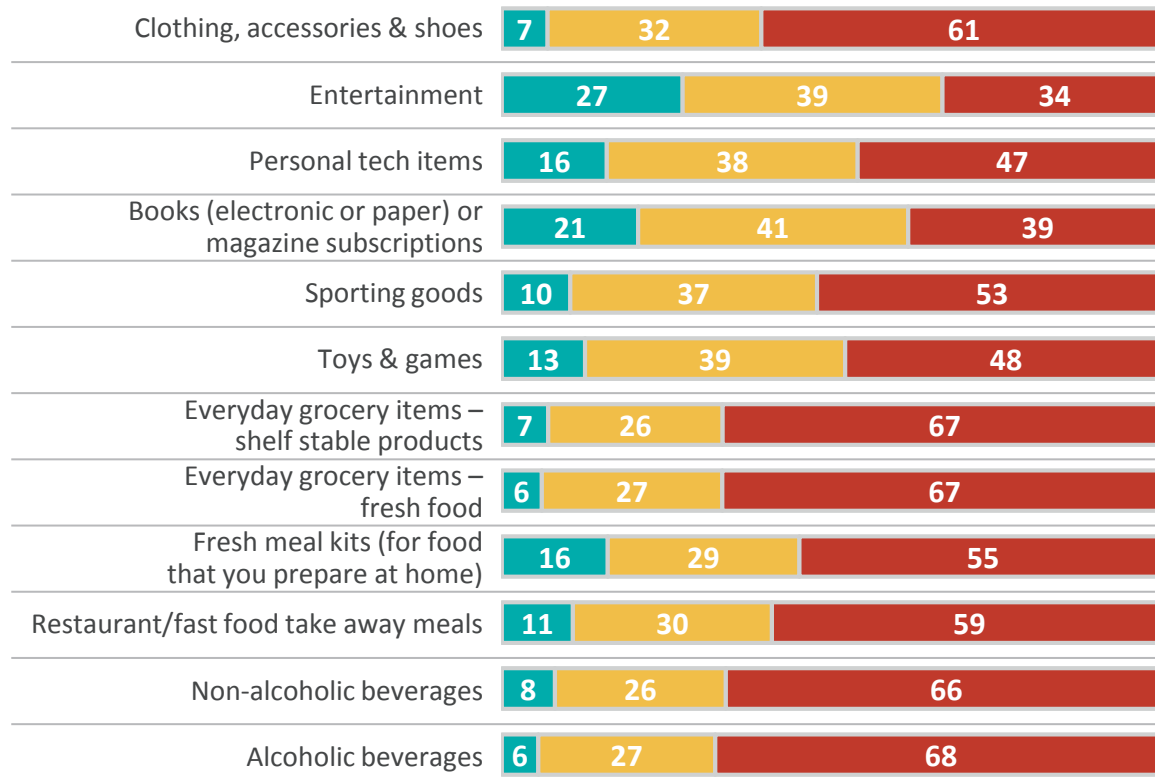


Base: All Respondents, n=8555

Q3. Which of the following have you purchased online in the last 6 months?




Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?

## FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=313 to n=3924

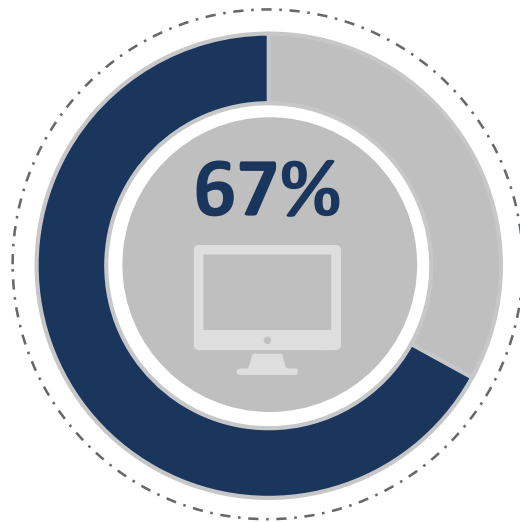
Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

 Exclusively/almost exclusively buy online  
 Mostly buy online  
 Occasionally buy online

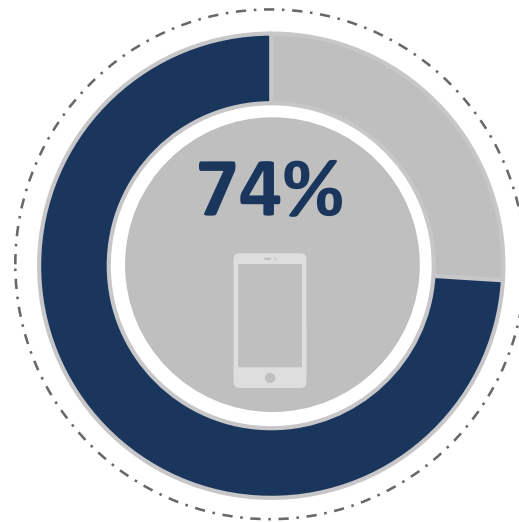


Category	North America	LATAM	Europe	APAC	Middle East/Africa
Travel/tours/hotel reservations	19	12	19	30	22
Clothing, accessories & shoes	48	38	46	56	32
Restaurant/fast food take away meals	19	11	16	30	22
Books (electronic or paper) or magazine subscriptions	25	21	27	37	17
Personal tech items	20	23	24	33	27
Toys & games	25	17	24	17	16
Beauty products	18	16	21	27	15
Home electrical appliances	12	16	18	26	18
Entertainment	27	13	17	19	16

## DEVICES USED TO PURCHASE ONLINE P3M

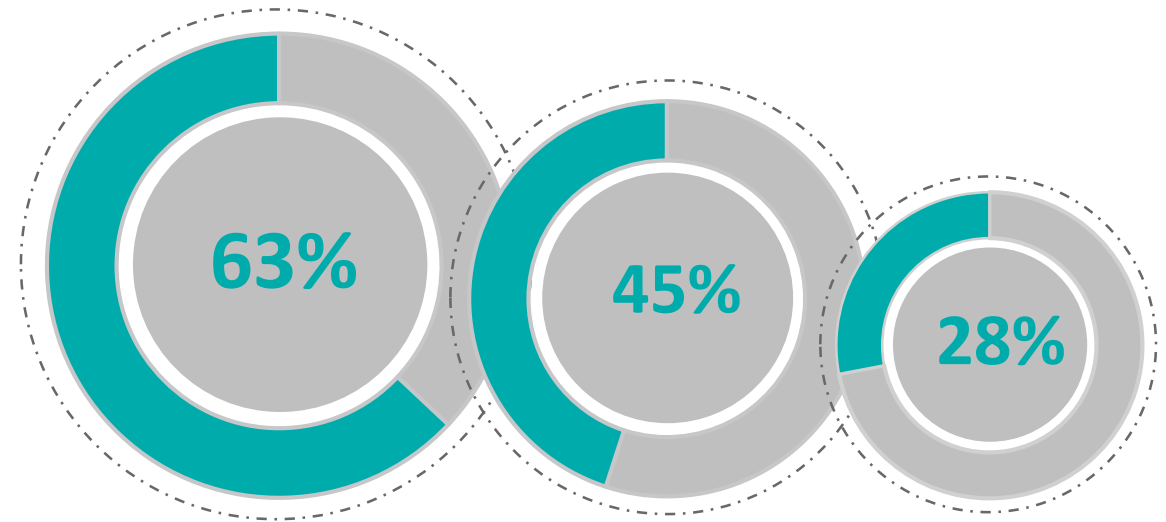


**COMPUTER/  
LAPTOP**



**MOBILE**

## METHODS USED TO PURCHASE ONLINE P3M



**FROM A  
MARKETPLACE  
SUCH AS EBAY,  
TMALL ETC**

**DIRECTLY FROM A  
RETAILER'S WEBSITE**

**DIRECTLY FROM A  
RETAILER'S APP**

Base: All Respondents, n=4162

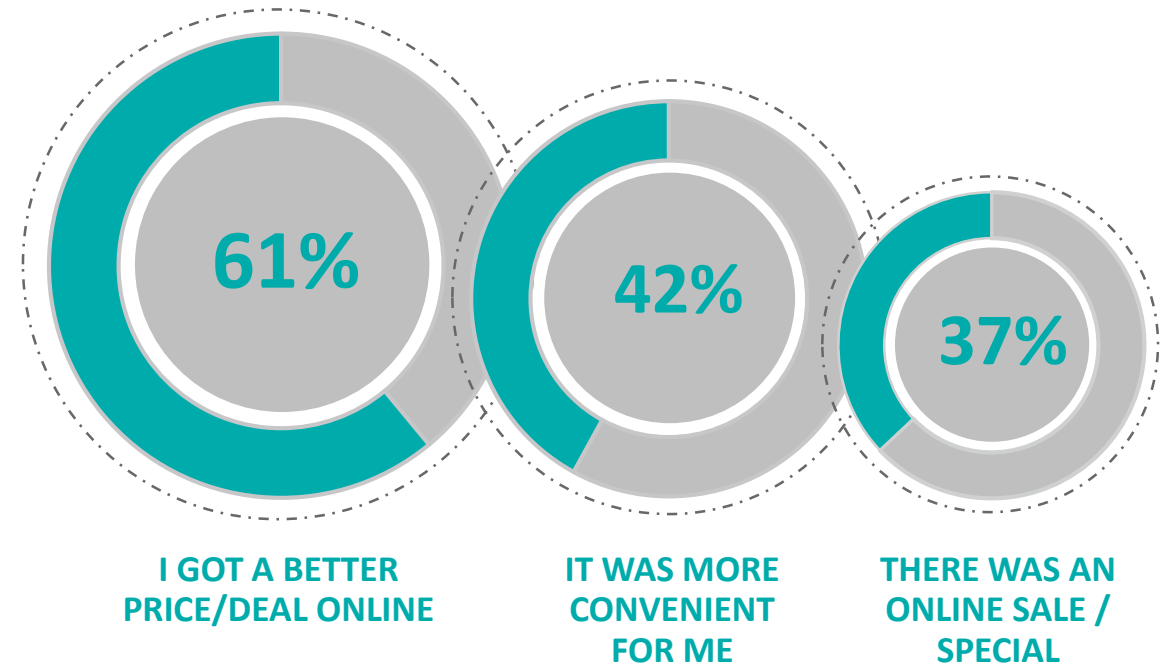
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

## TOP 10 CATEGORIES PURCHASED ONLINE



## TOP 3 REASONS FOR BUYING ONLINE

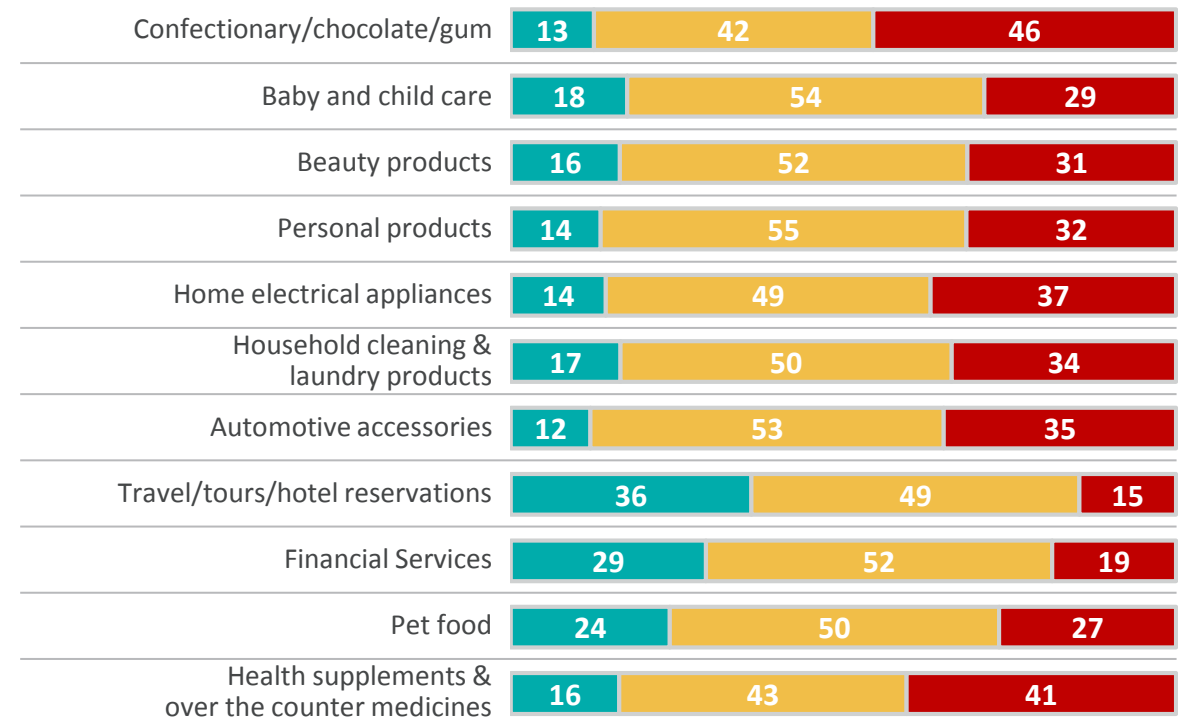
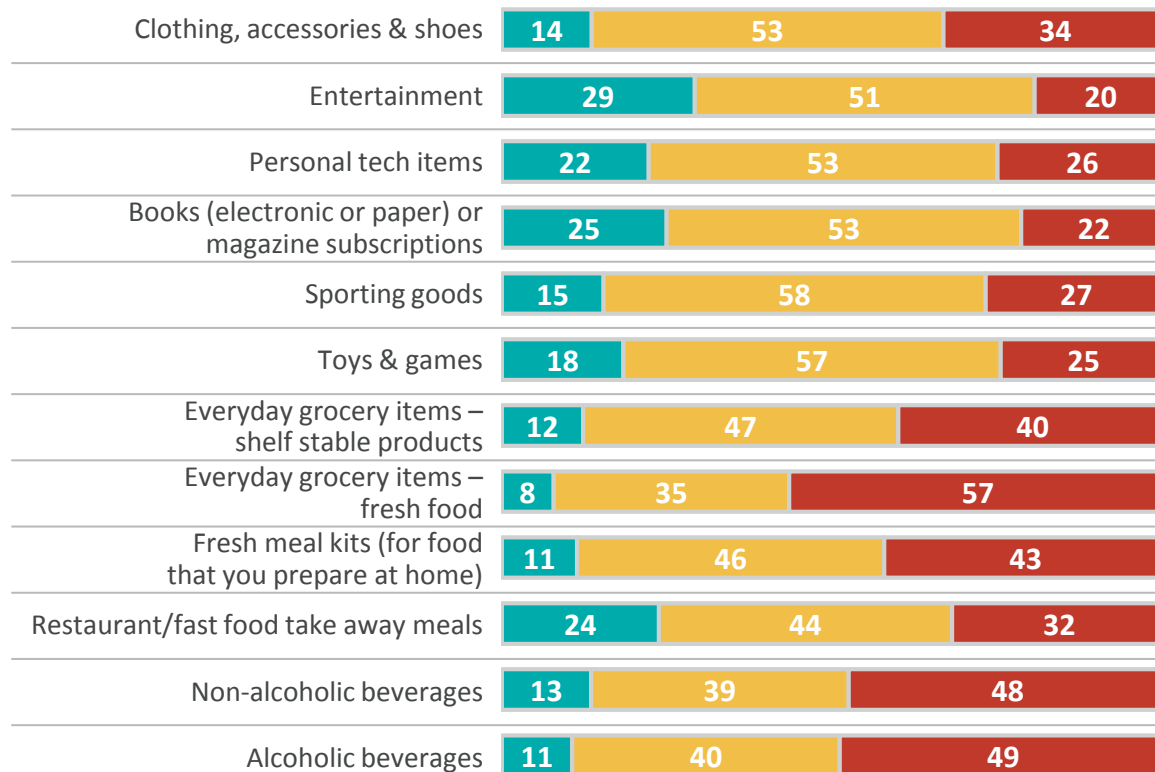


Base: All Respondents, n=4162

Q3. Which of the following have you purchased online in the last 6 months?




Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?

## FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=350 to n=2320

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

 Exclusively/almost exclusively buy online  
 Mostly buy online  
 Occasionally buy online

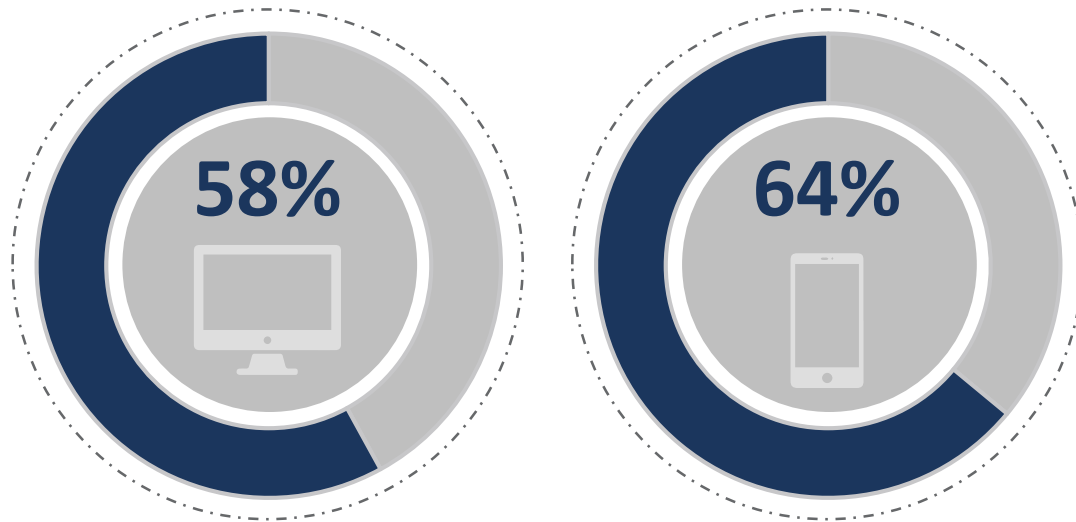
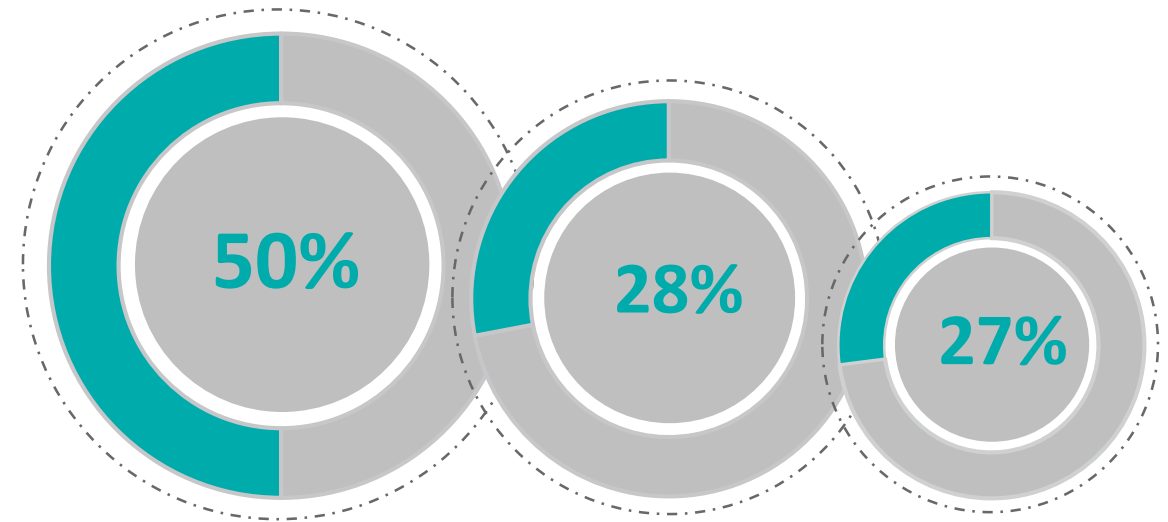


# MIDDLE EAST/AFRICA

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Category	North America	LATAM	Europe	APAC	Middle East/Africa
Travel/tours/hotel reservations	19	12	19	30	22
Clothing, accessories & shoes	48	38	46	56	32
Restaurant/fast food take away meals	19	11	16	30	22
Books (electronic or paper) or magazine subscriptions	25	21	27	37	17
Personal tech items	20	23	24	33	27
Toys & games	25	17	24	17	16
Beauty products	18	16	21	27	15
Home electrical appliances	12	16	18	26	18
Entertainment	27	13	17	19	16

**DEVICES USED TO PURCHASE ONLINE P3M****COMPUTER/  
LAPTOP****MOBILE****METHODS USED TO PURCHASE ONLINE P3M****DIRECTLY FROM A  
RETAILER'S WEBSITE****DIRECTLY FROM A  
RETAILER'S APP****FROM A  
MARKETPLACE  
SUCH AS EBAY,  
TMALL ETC.**

Base: All Respondents, n=1010

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

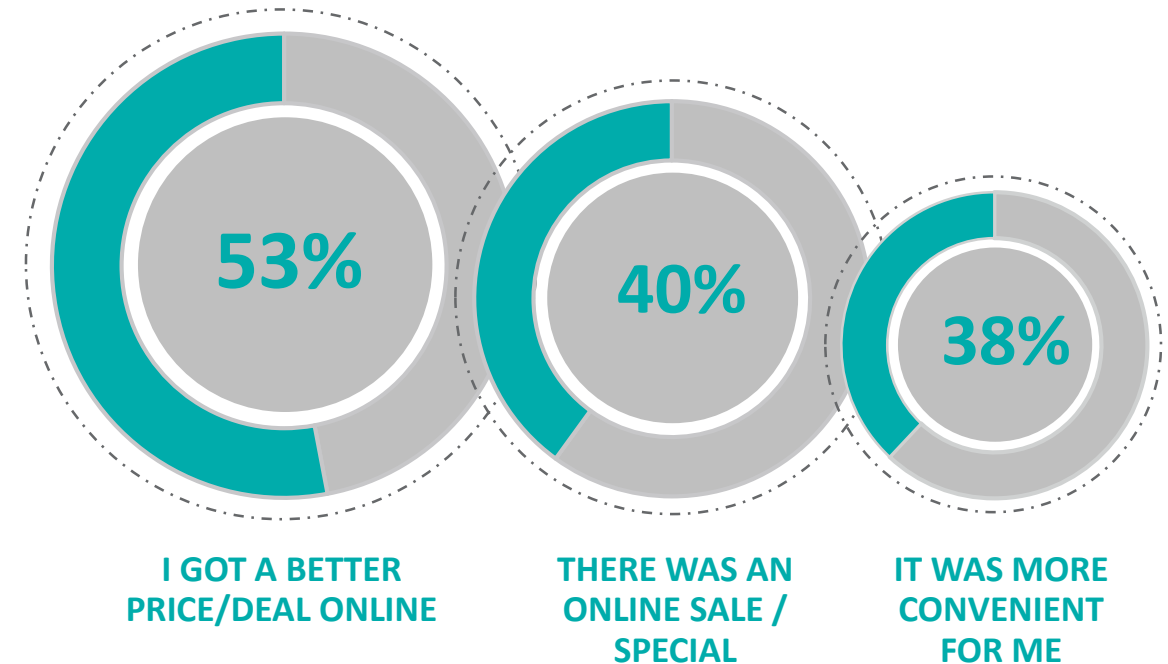
Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?



## TOP 10 CATEGORIES PURCHASED ONLINE

Clothing, accessories & shoes	32
Personal tech items	27
Restaurant/fast food take away meals	22
Travel/tours/hotel reservations	22
Personal products	20
Home electrical appliances	18
Books (electronic or paper) or magazine subscriptions	17
Entertainment	16
Toys & games	16
Beauty products	15

## TOP 3 REASONS FOR BUYING ONLINE



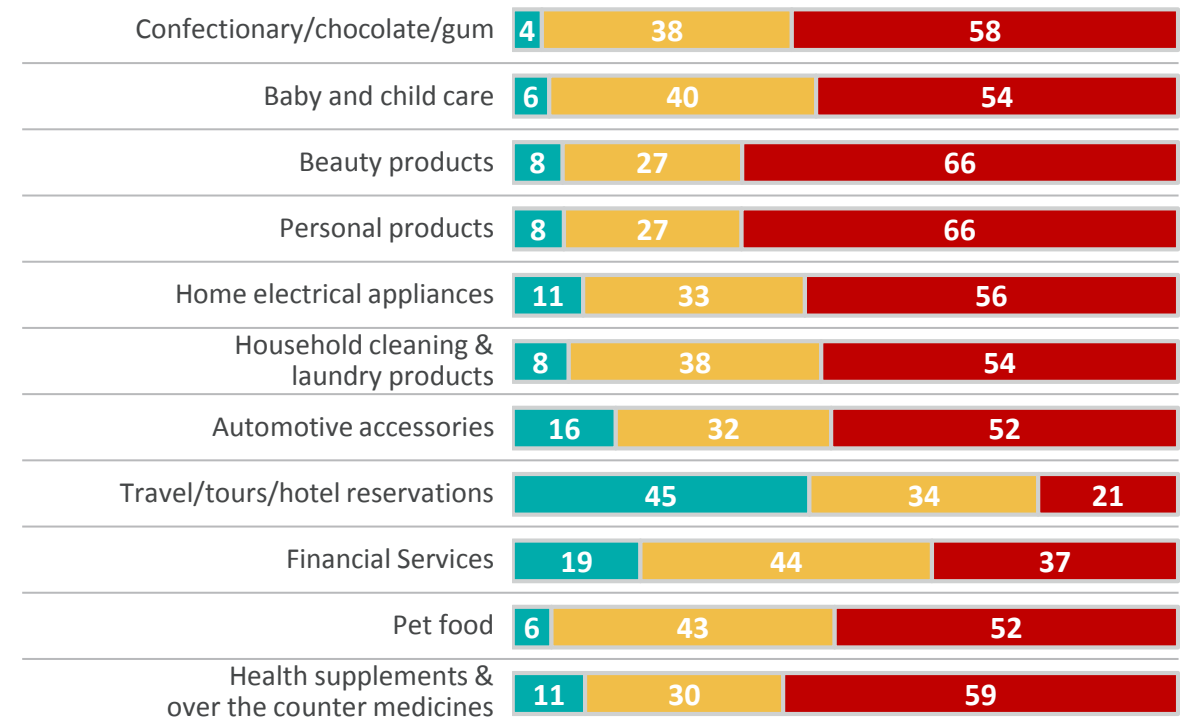
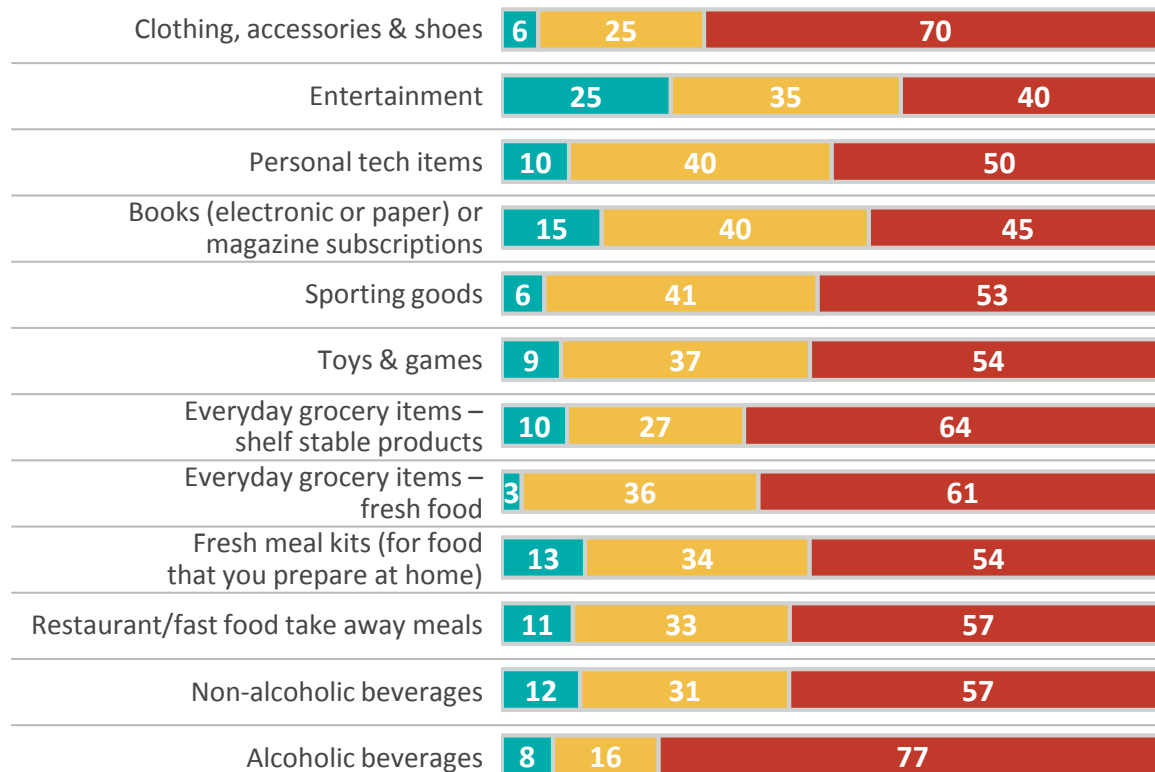
Base: All Respondents, n=1010

Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?



## FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=44 to n=321

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

■ Exclusively/almost exclusively buy online  
■ Mostly buy online  
■ Occasionally buy online



# COUNTRIES

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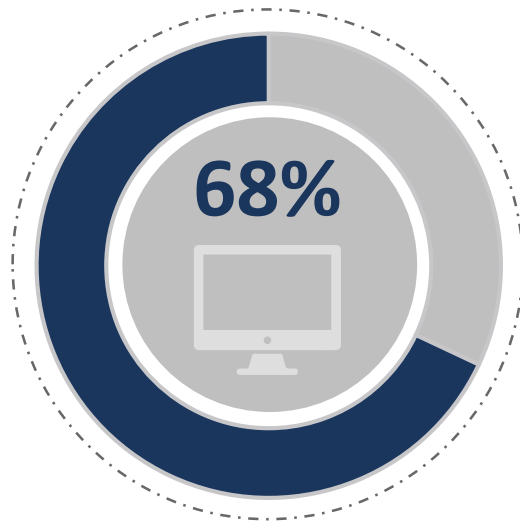
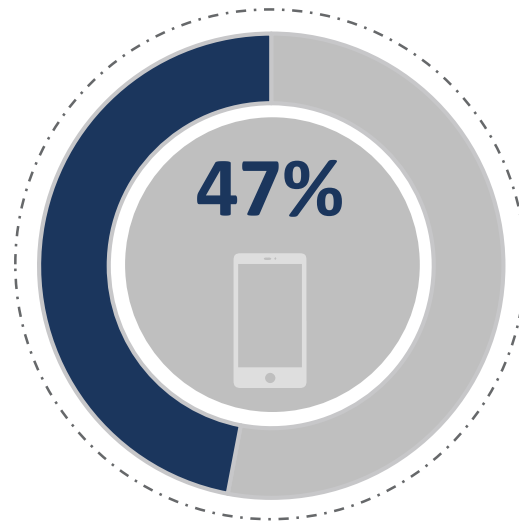
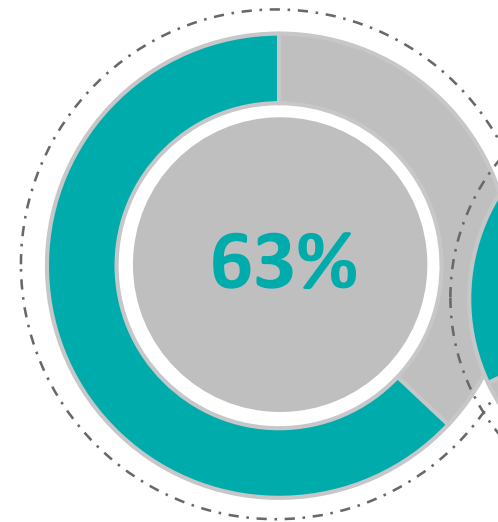
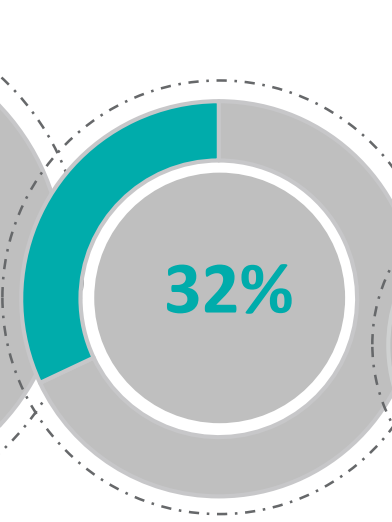
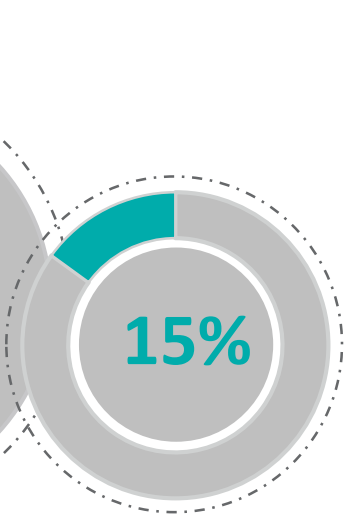
# SUMMARY

ARGENTINA	31	JAPAN	79
AUSTRALIA	35	MEXICO	83
BELGIUM	39	PERU	87
BRAZIL	43	POLAND	91
CANADA	47	RUSSIA	95
CHINA	51	SOUTH AFRICA	99
FRANCE	55	SAOUDI ARABIA	103
GERMANY	59	SOUTH KOREA	107
GREAT BRITAIN	63	SPAIN	111
HUNGARY	67	SWEDEN	115
INDIA	71	TURKEY	119
ITALY	75	UNITED STATES	123



# ARGENTINA

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**DEVICES USED TO PURCHASE ONLINE P3M****COMPUTER/  
LAPTOP****MOBILE****METHODS USED TO PURCHASE ONLINE P3M****DIRECTLY FROM A  
RETAILER'S WEBSITE****FROM A  
MARKETPLACE  
SUCH AS EBAY,  
TMALL ETC.****DIRECTLY FROM A  
SOCIAL MEDIA SITE  
SUCH AS FACEBOOK,  
WECHAT, INSTAGRAM  
ETC.**

Base: All Respondents, n=500

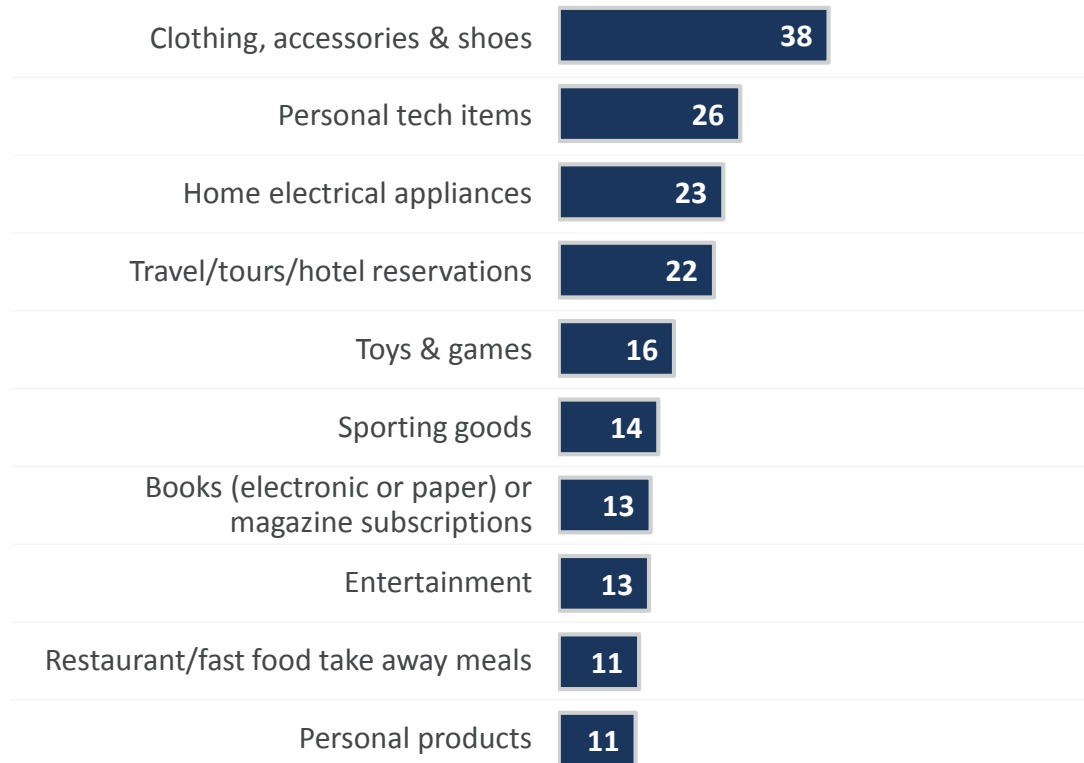
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

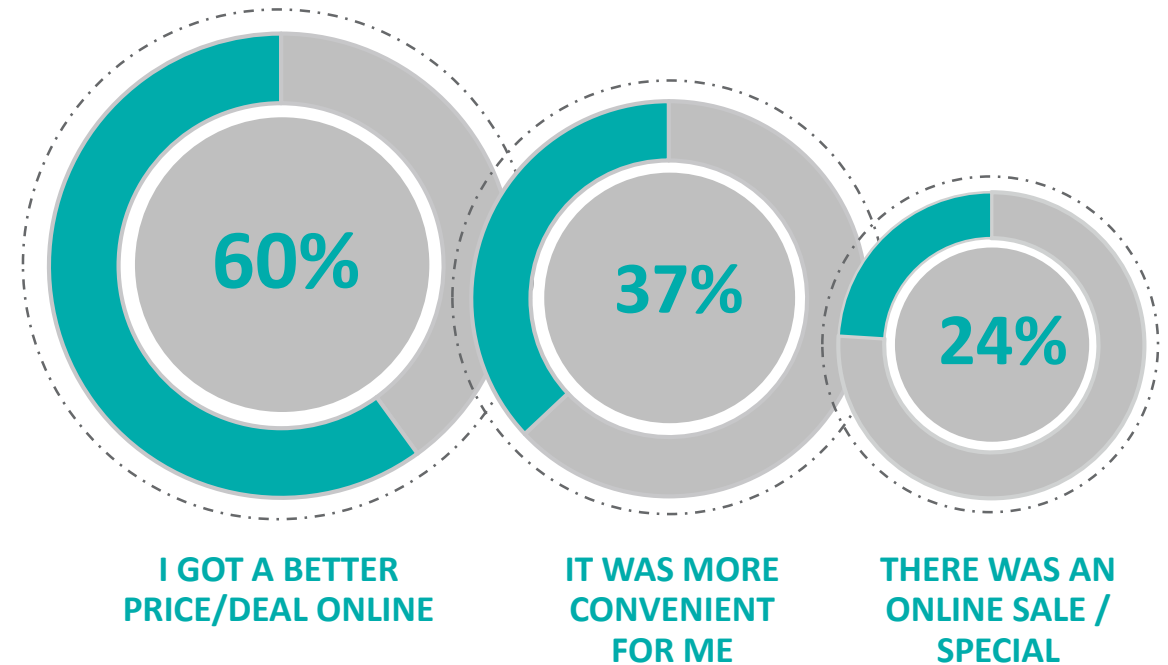




## TOP 10 CATEGORIES PURCHASED ONLINE



## TOP 3 REASONS FOR BUYING ONLINE



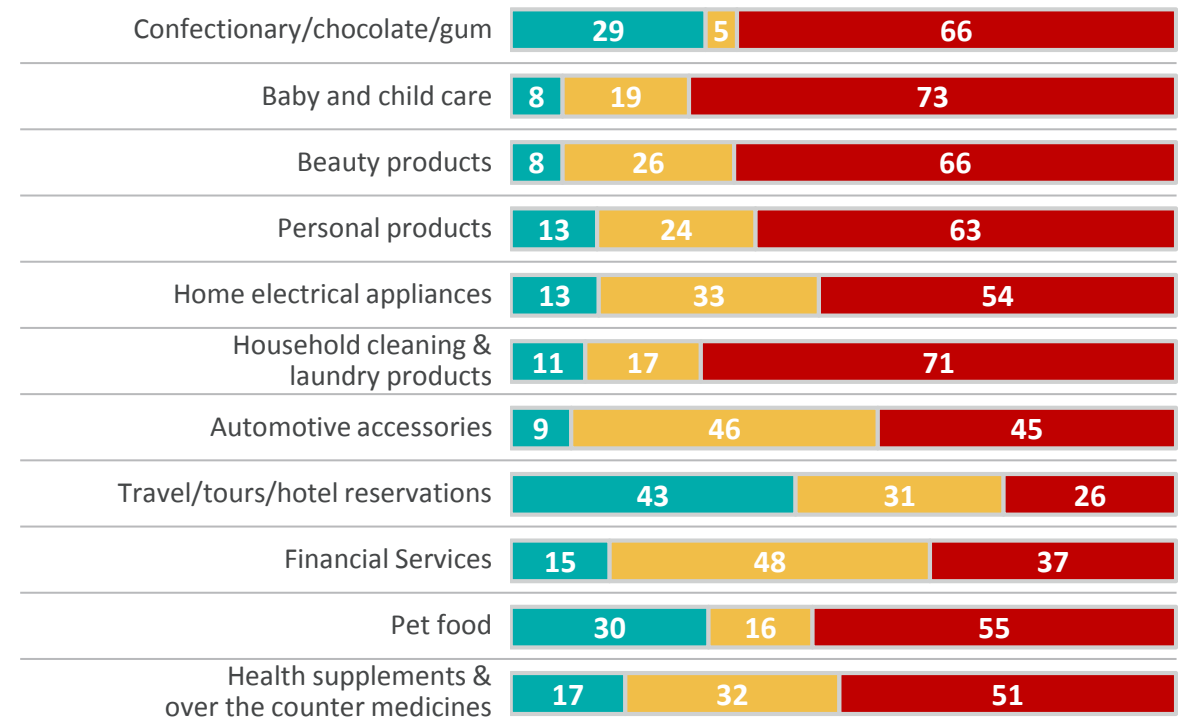
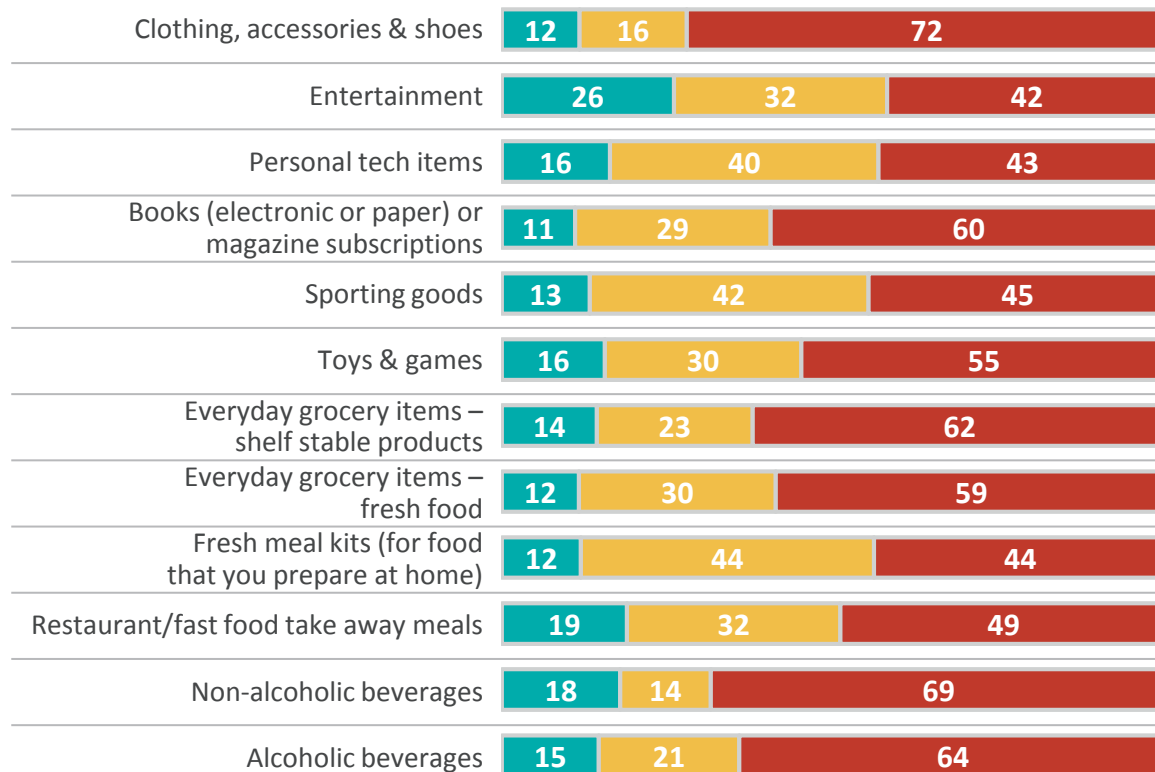
Base: All Respondents, n=500

Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?



## FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=22 to n=189

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

■ Exclusively/almost exclusively buy online  
■ Mostly buy online  
■ Occasionally buy online

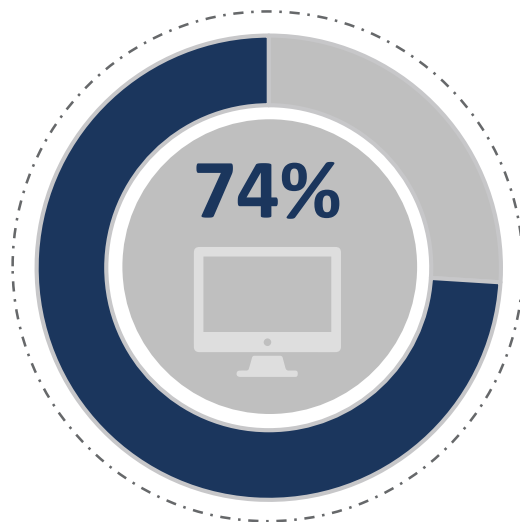


# AUSTRALIA

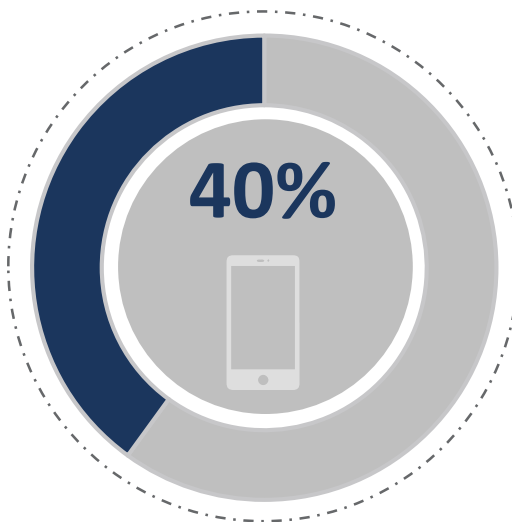
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## DEVICES USED TO PURCHASE ONLINE P3M

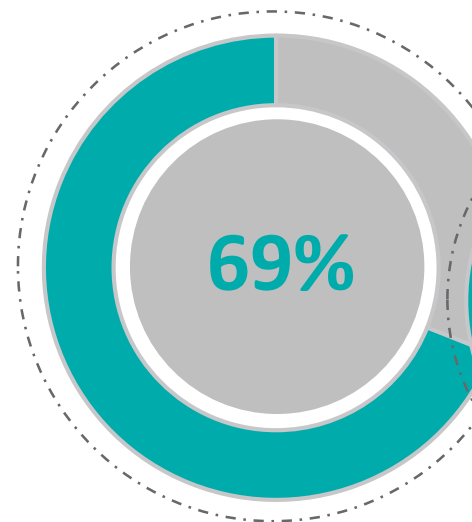


**COMPUTER/  
LAPTOP**

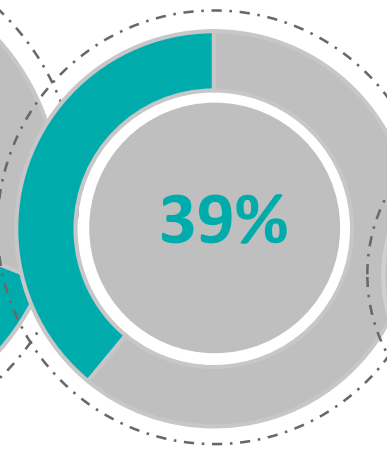


**MOBILE**

## METHODS USED TO PURCHASE ONLINE P3M



**DIRECTLY FROM A  
RETAILER'S WEBSITE**



**FROM A  
MARKETPLACE  
SUCH AS EBAY,  
TMALL ETC.**



**DIRECTLY FROM A  
RETAILER'S APP**

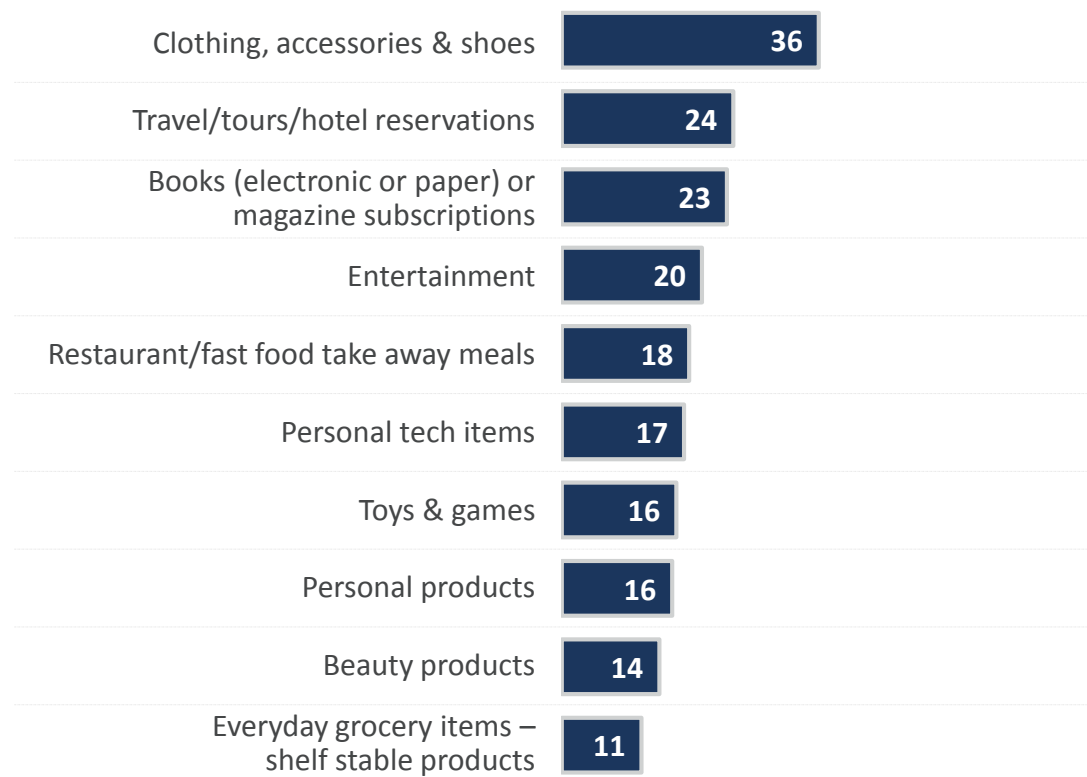
Base: All Respondents, n=500

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?



## TOP 10 CATEGORIES PURCHASED ONLINE

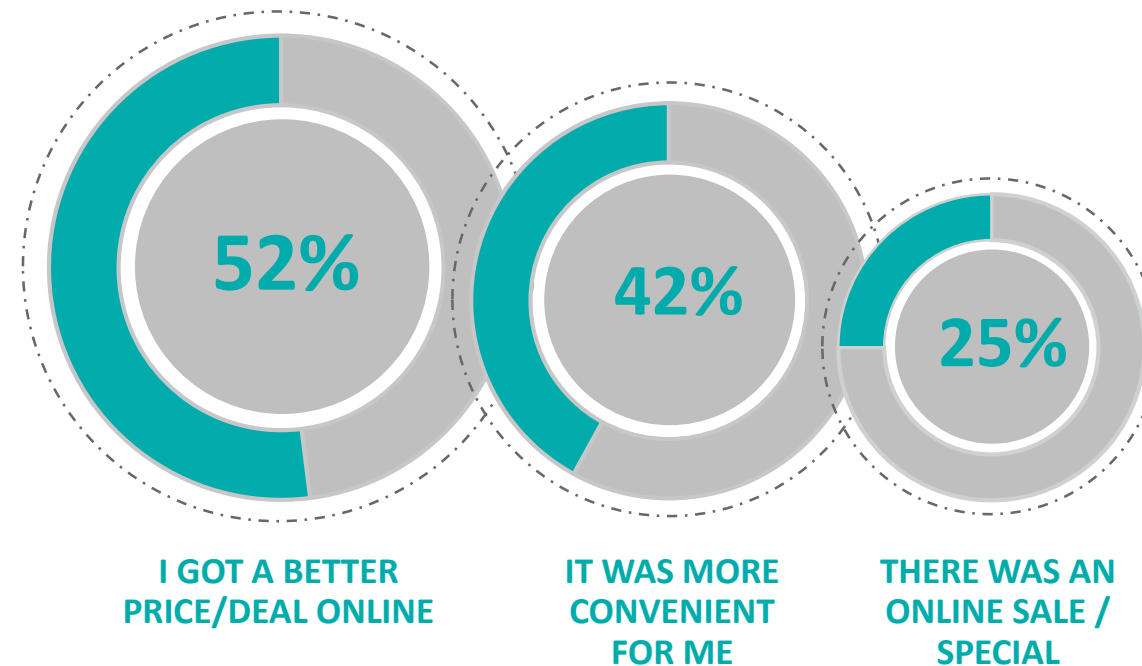


Base: All Respondents, n=500

Q3. Which of the following have you purchased online in the last 6 months?

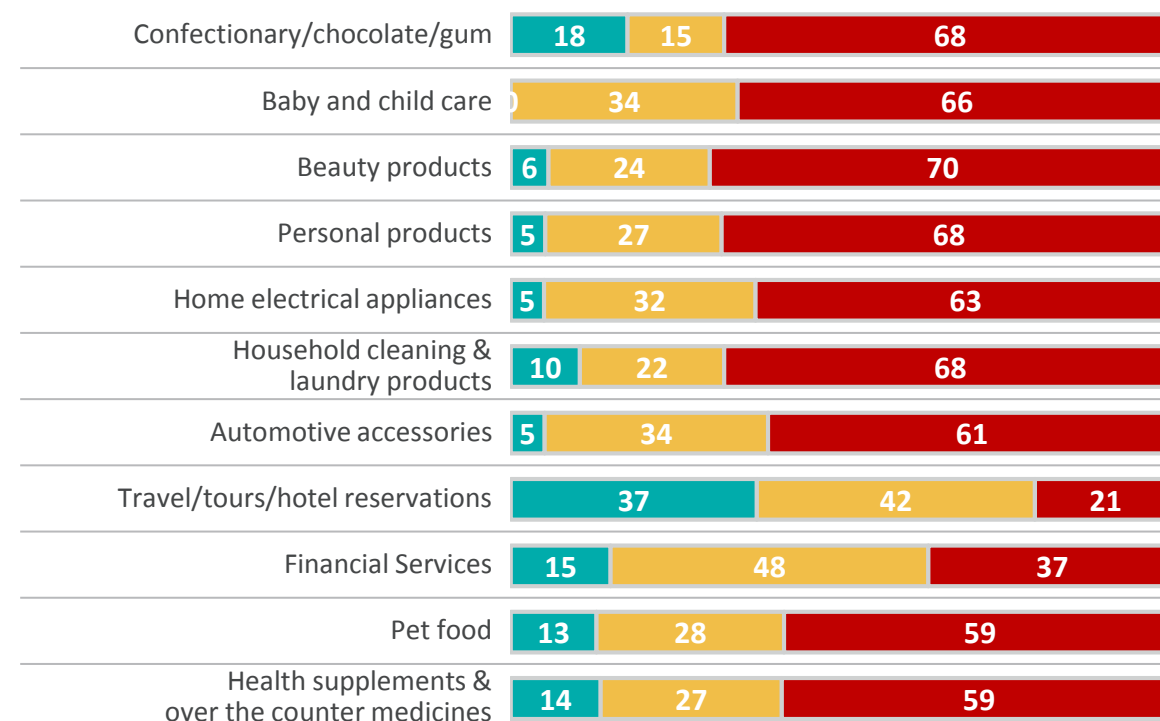
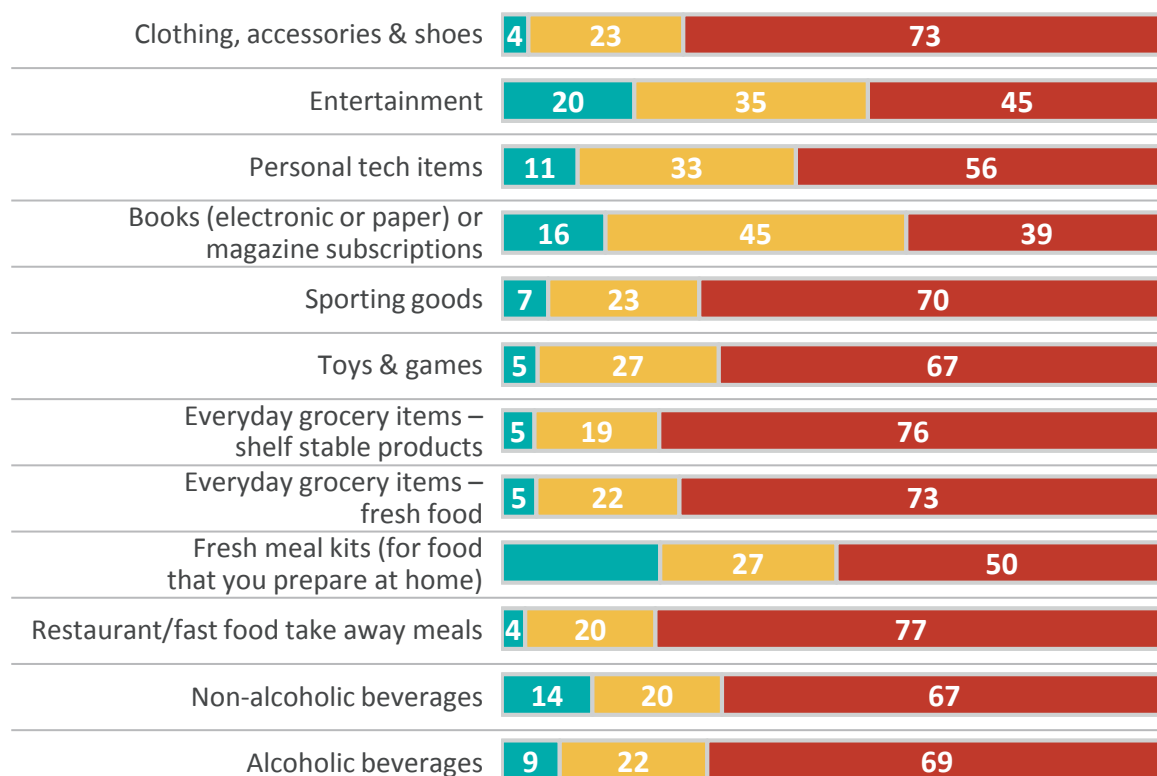
Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?

## TOP 3 REASONS FOR BUYING ONLINE





## FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=18 to n=181

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

■ Exclusively/almost exclusively buy online  
■ Mostly buy online  
■ Occasionally buy online

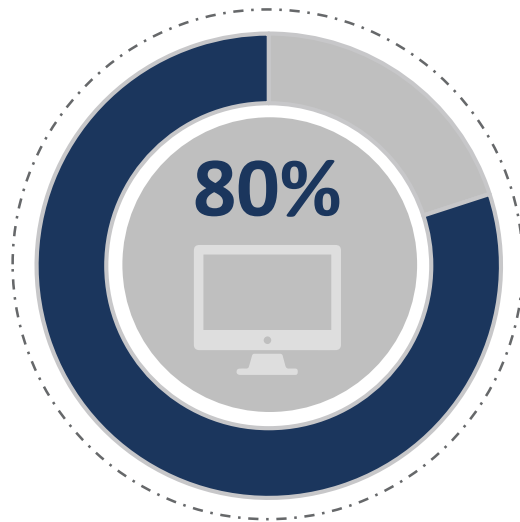


**BELGIUM**

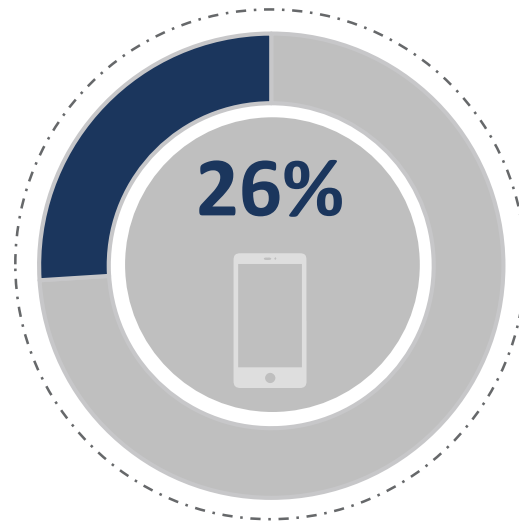
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## DEVICES USED TO PURCHASE ONLINE P3M

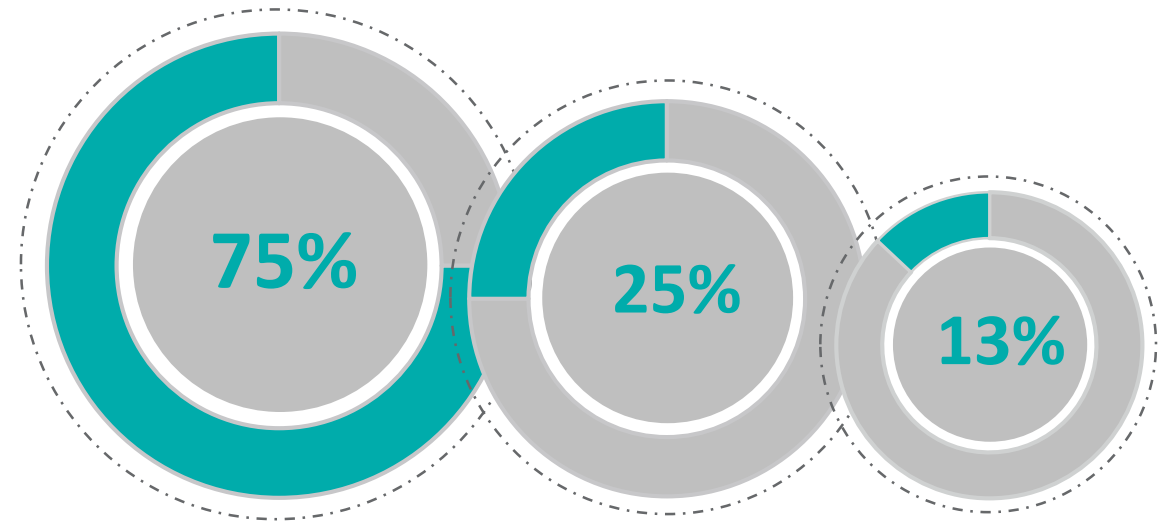


**COMPUTER/  
LAPTOP**



**MOBILE**

## METHODS USED TO PURCHASE ONLINE P3M



**DIRECTLY FROM A  
RETAILER'S WEBSITE**

**FROM A  
MARKETPLACE  
SUCH AS EBAY,  
TMALL ETC.**

**DIRECTLY FROM A  
RETAILER'S APP**

Base: All Respondents, n=500

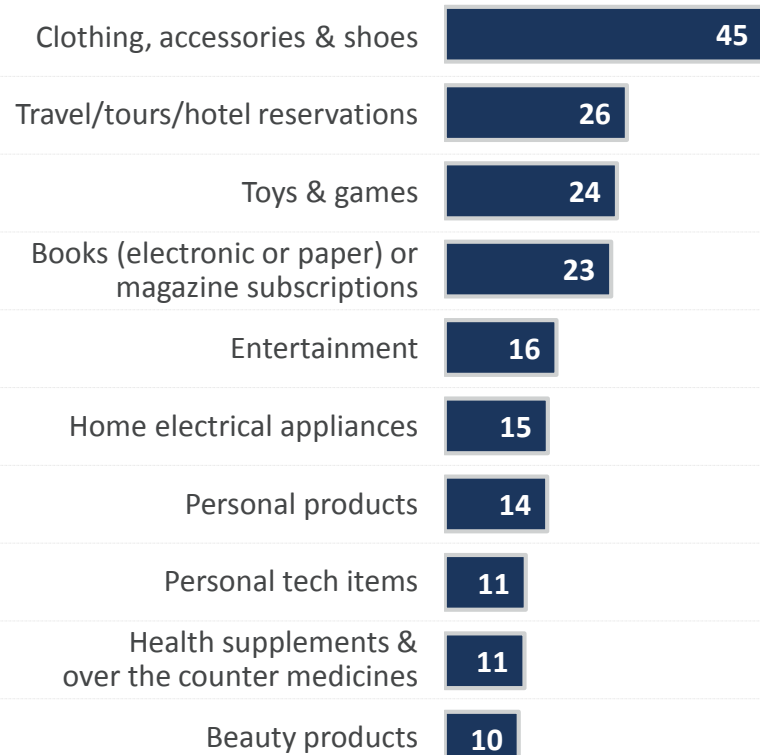
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

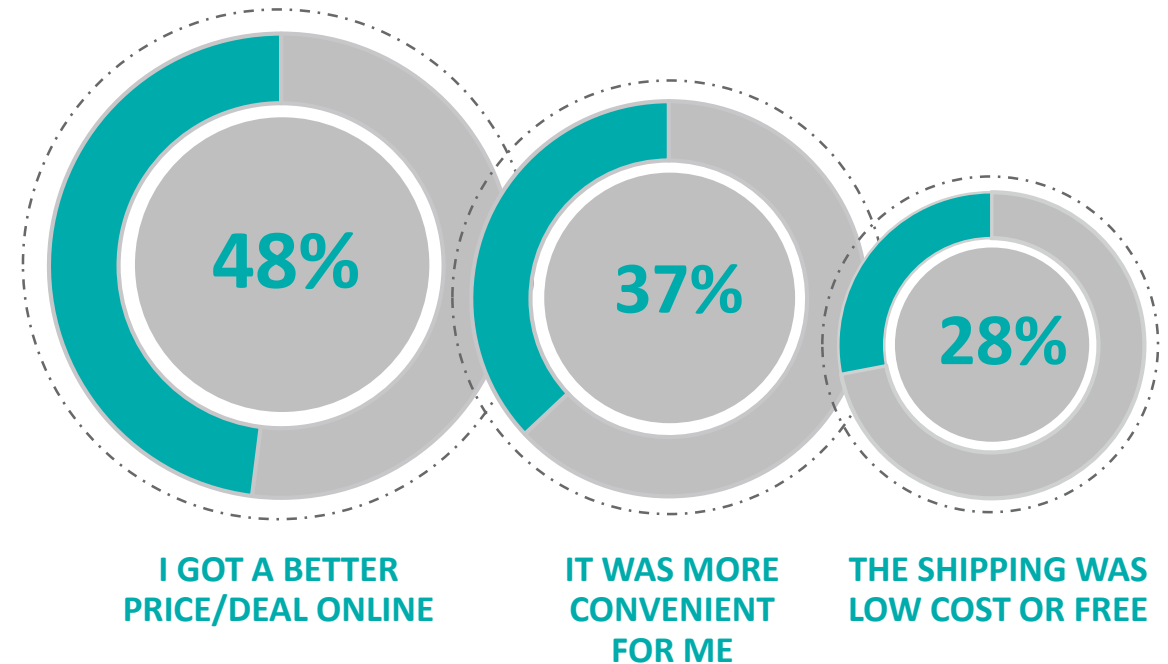




## TOP 10 CATEGORIES PURCHASED ONLINE



## TOP 3 REASONS FOR BUYING ONLINE



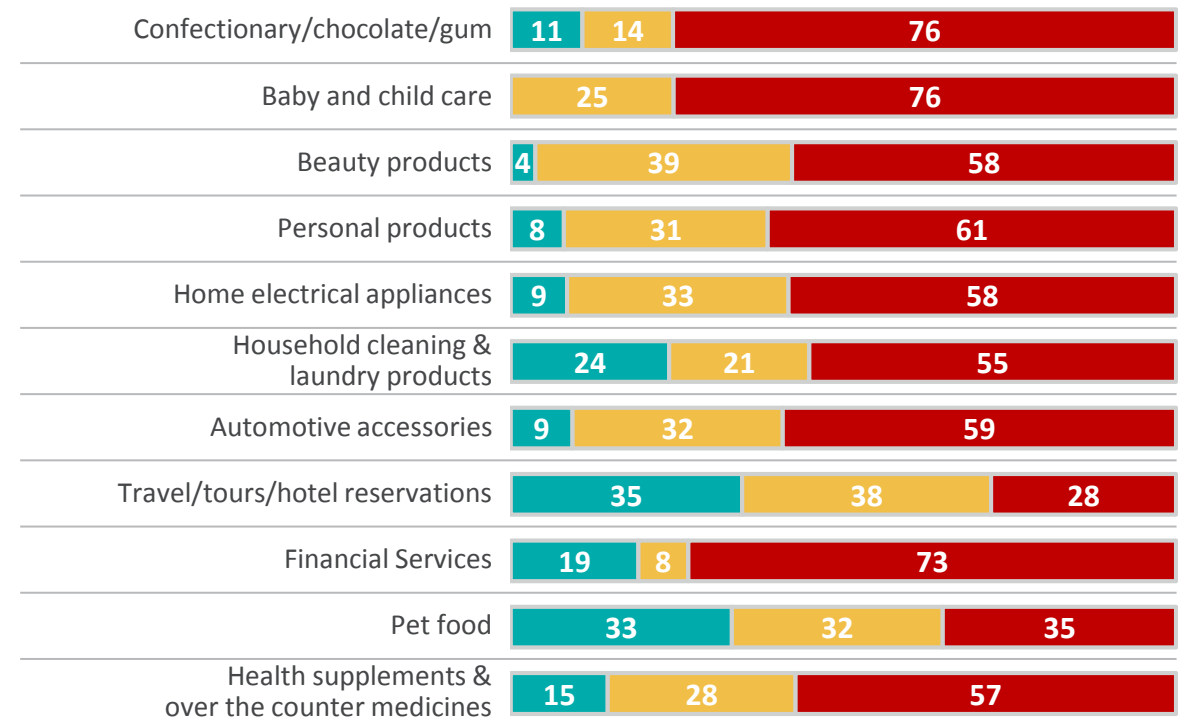
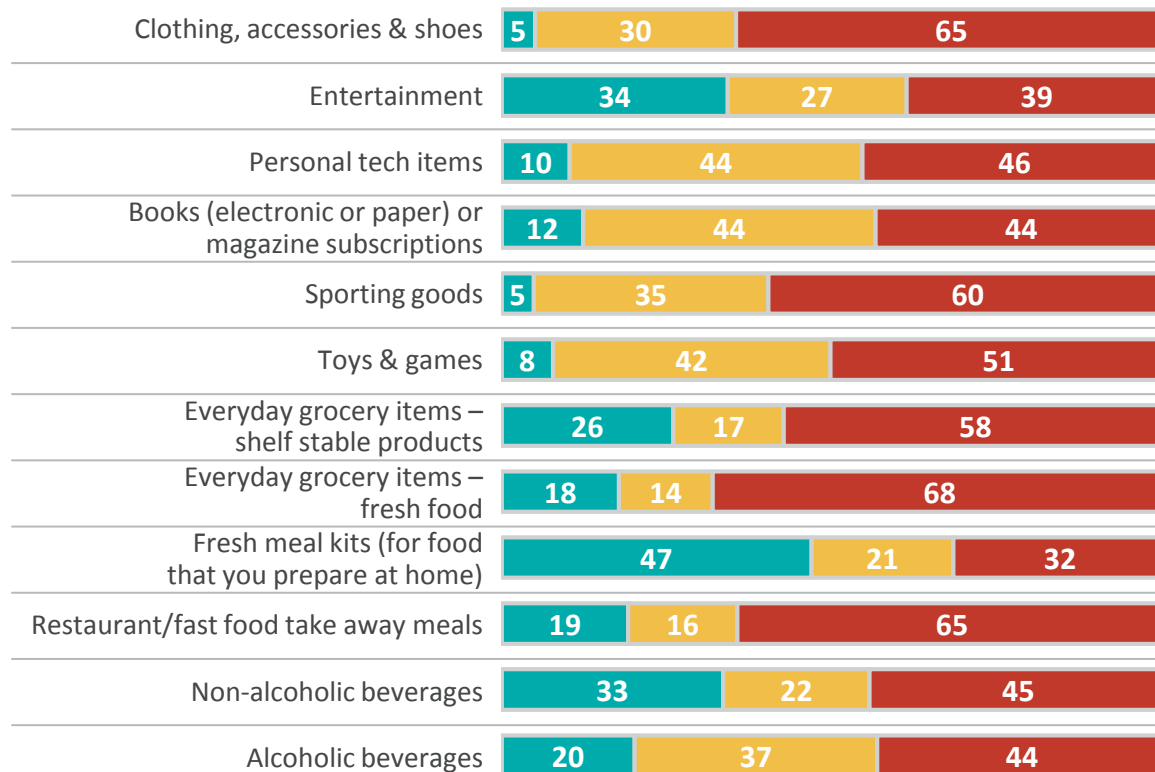
Base: All Respondents, n=500

Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?



## FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=13 to n=224

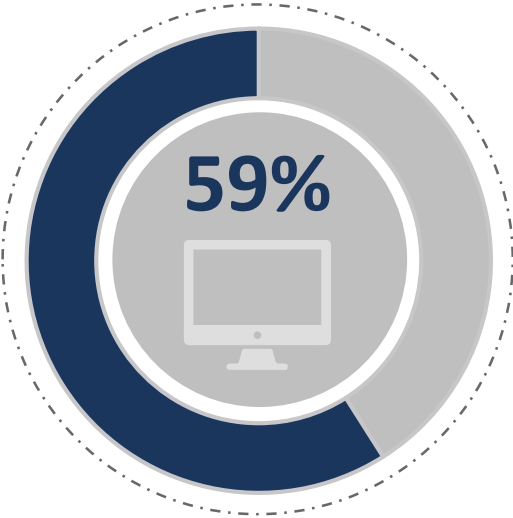
Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

■ Exclusively/almost exclusively buy online  
■ Mostly buy online  
■ Occasionally buy online

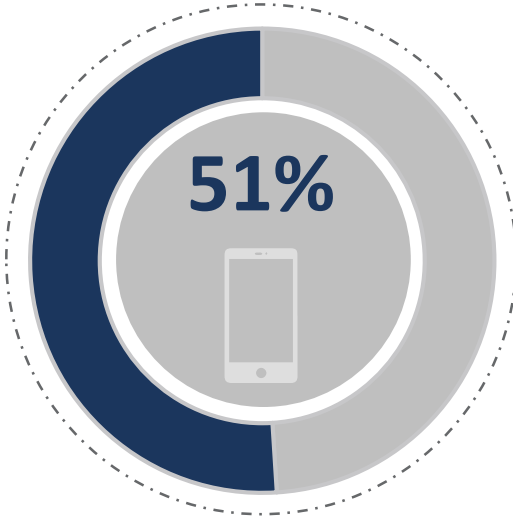


**BRAZIL**

DEVICES USED TO PURCHASE ONLINE P3M

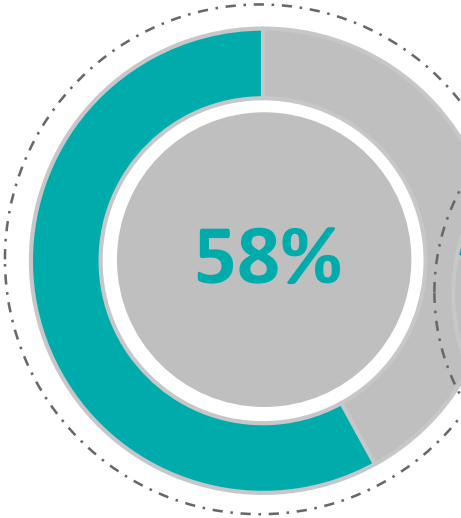


COMPUTER/  
LAPTOP

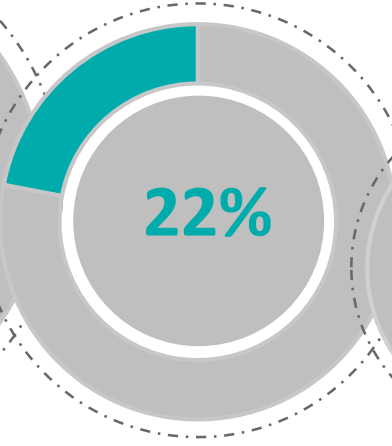


MOBILE

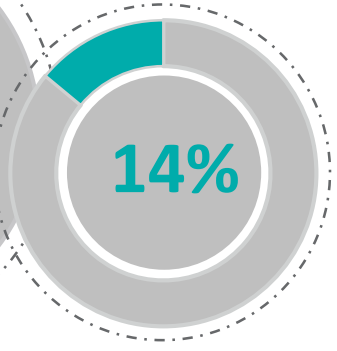
METHODS USED TO PURCHASE ONLINE P3M



DIRECTLY FROM A  
RETAILER'S WEBSITE



DIRECTLY FROM A  
RETAILER'S APP



A 3RD PARTY APP  
BASED DELIVERY  
SERVICE (THAT OFFERS  
PRODUCTS OR ITEMS  
FROM MULTIPLE  
SOURCES)

Base: All Respondents, n=500  
 Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?  
 Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

## TOP 10 CATEGORIES PURCHASED ONLINE



## TOP 3 REASONS FOR BUYING ONLINE

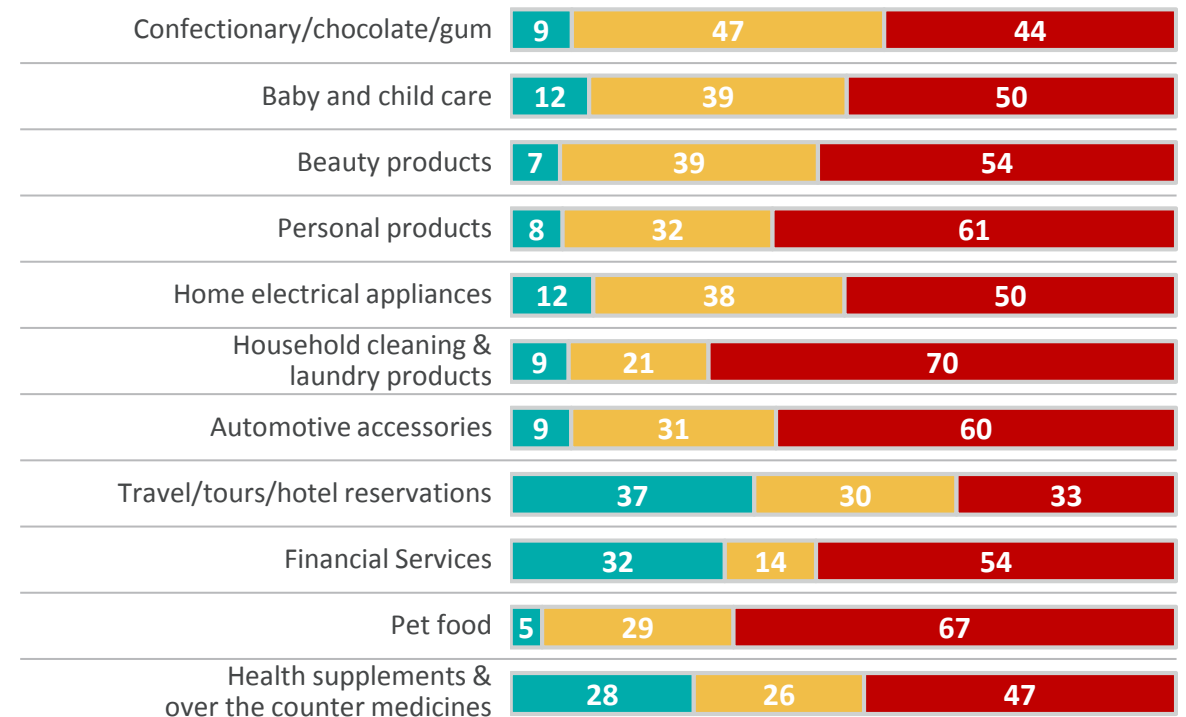
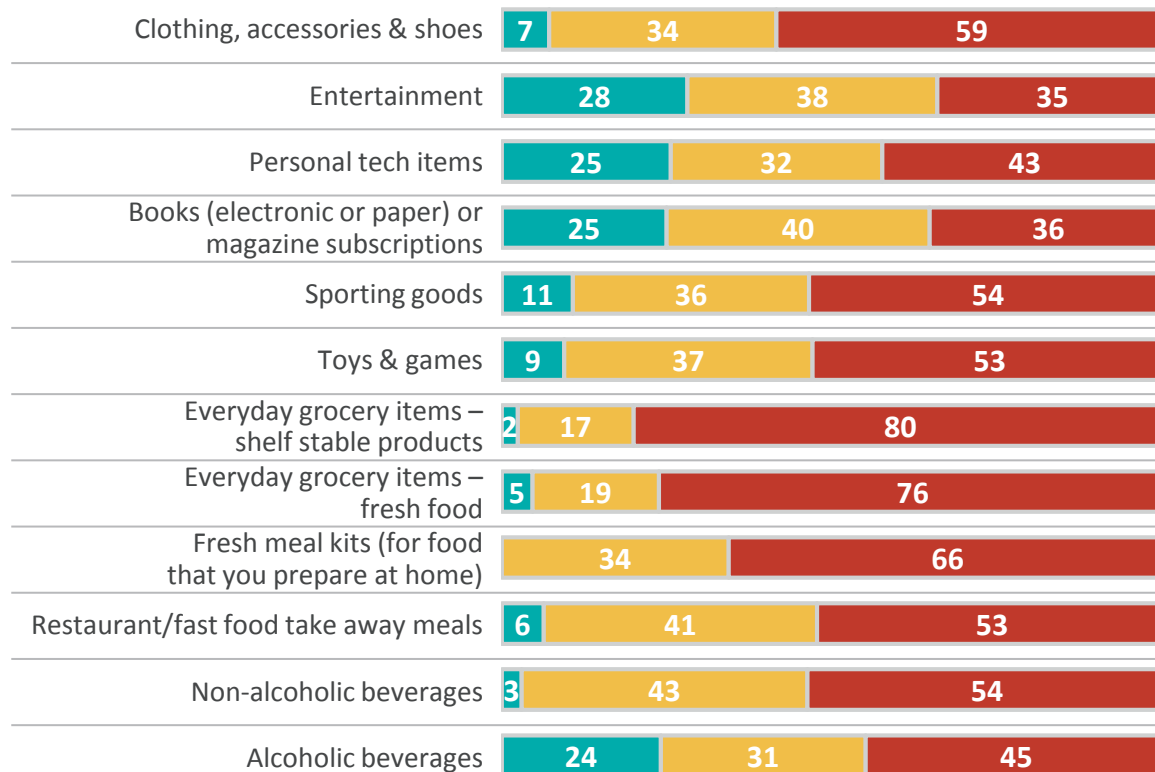


Base: All Respondents, n=500

Q3. Which of the following have you purchased online in the last 6 months?




Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?

## FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=14 to n=182

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

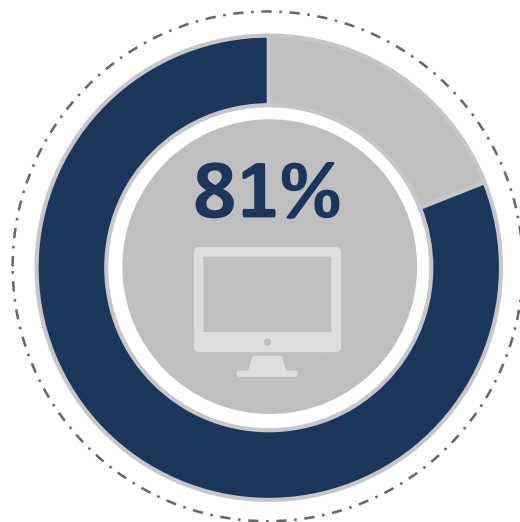
 Exclusively/almost exclusively buy online  
 Mostly buy online  
 Occasionally buy online



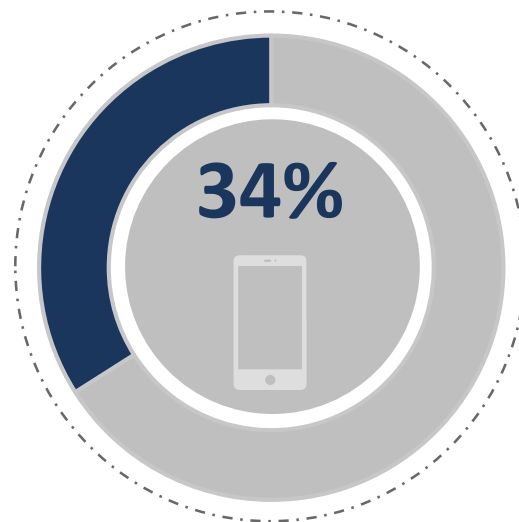
CANADA



## DEVICES USED TO PURCHASE ONLINE P3M

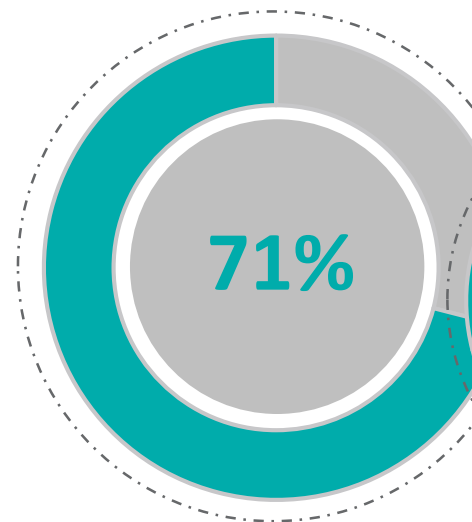


**COMPUTER/  
LAPTOP**

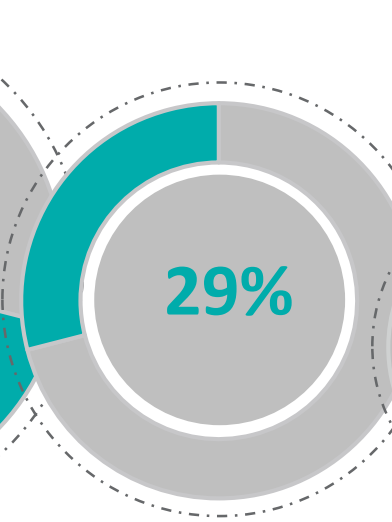


**MOBILE**

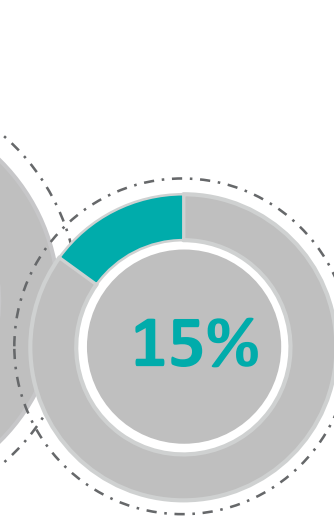
## METHODS USED TO PURCHASE ONLINE P3M



**DIRECTLY FROM A  
RETAILER'S WEBSITE**



**FROM A  
MARKETPLACE  
SUCH AS EBAY,  
TMALL ETC.**



**DIRECTLY FROM A  
RETAILER'S APP**

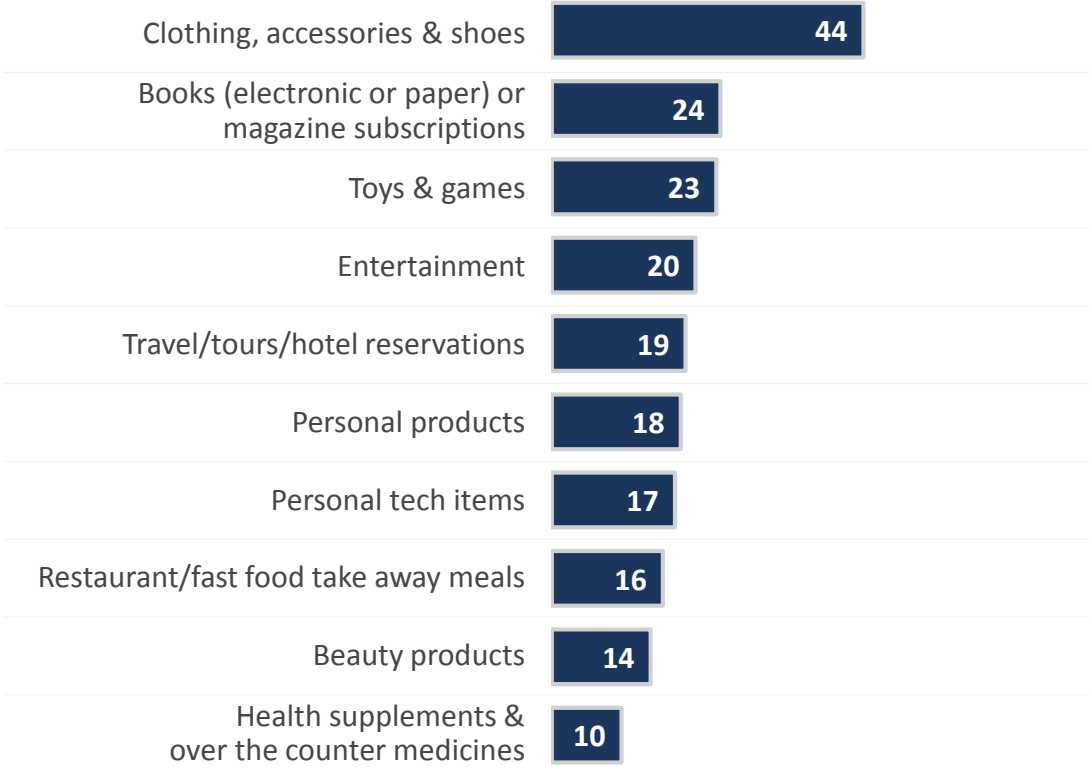
Base: All Respondents, n=500

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

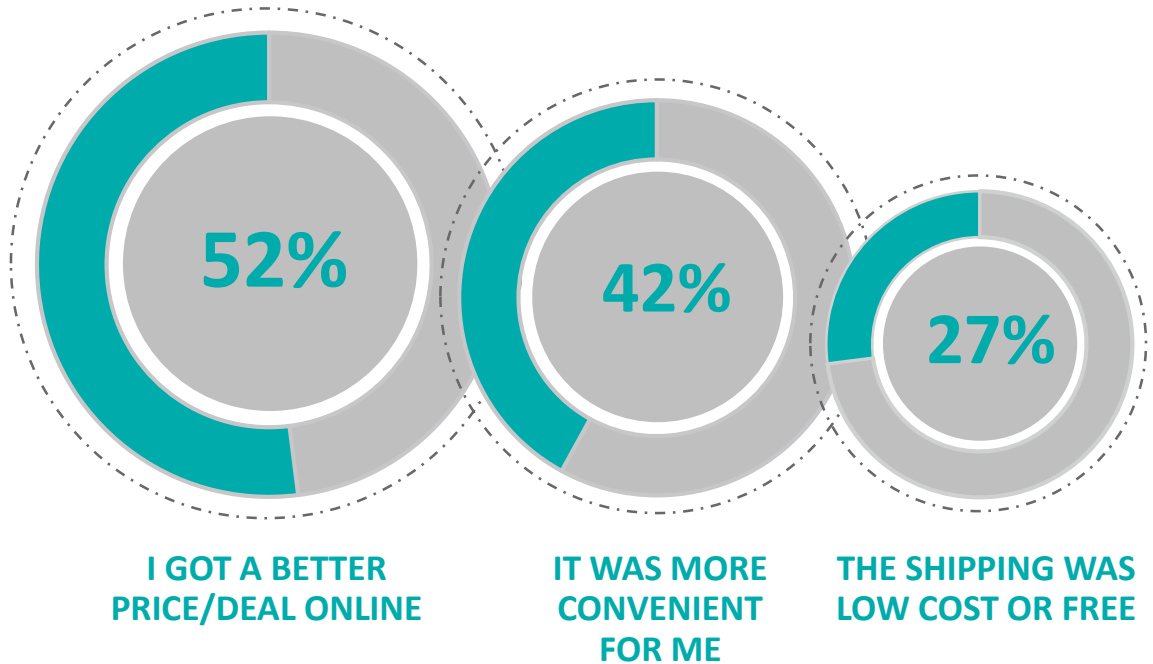
Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?



TOP 10 CATEGORIES PURCHASED ONLINE



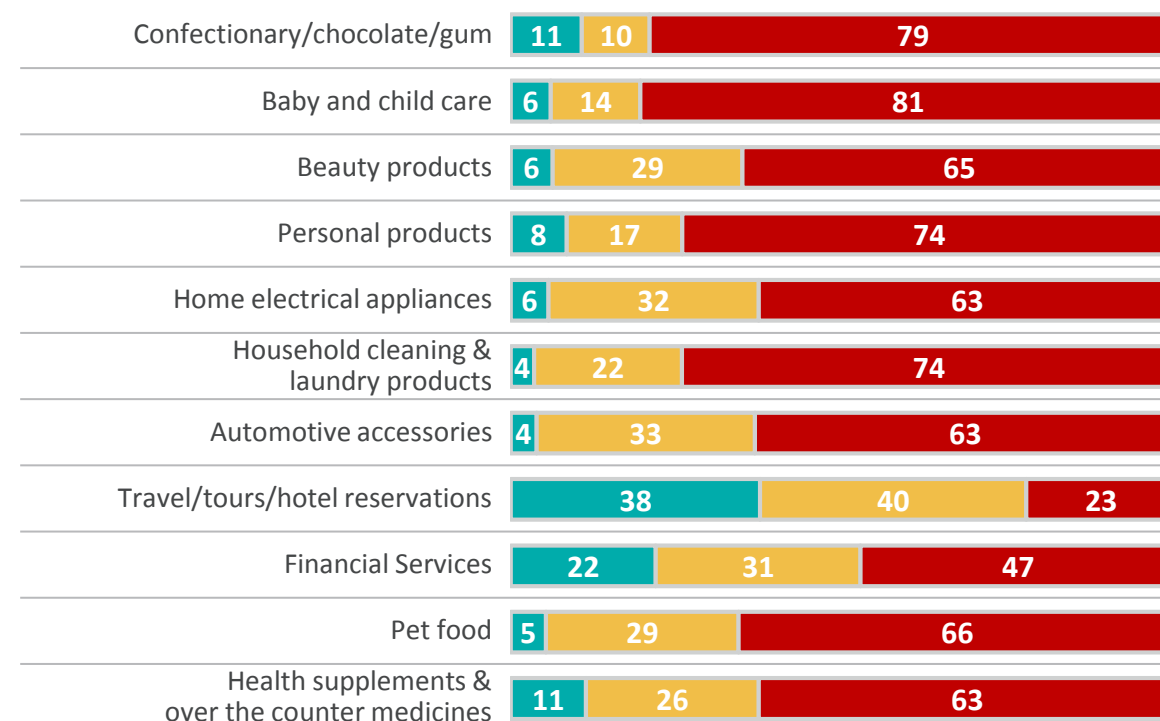
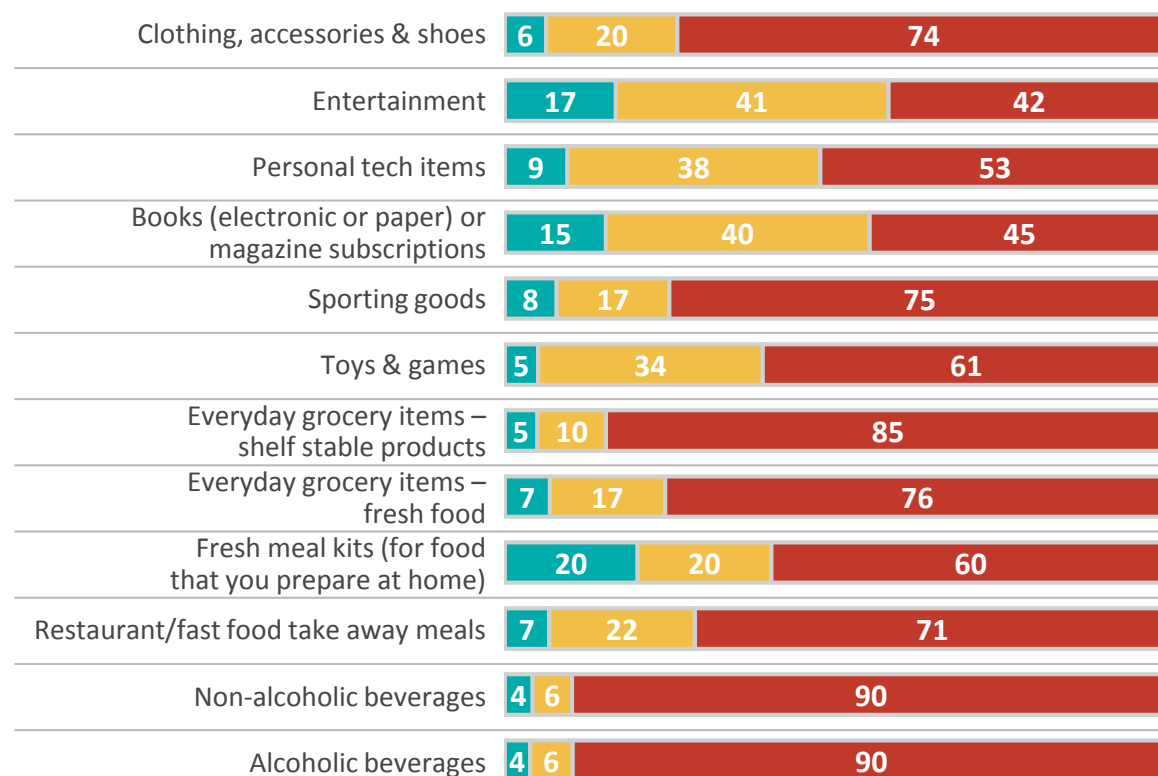
TOP 3 REASONS FOR BUYING ONLINE



Base: All Respondents, n=500  
Q3. Which of the following have you purchased online in the last 6 months?  
Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?



## FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=12 to n=219

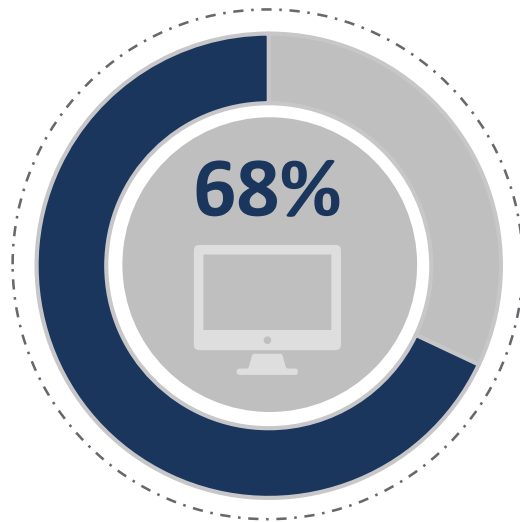
Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

■ Exclusively/almost exclusively buy online  
■ Mostly buy online  
■ Occasionally buy online

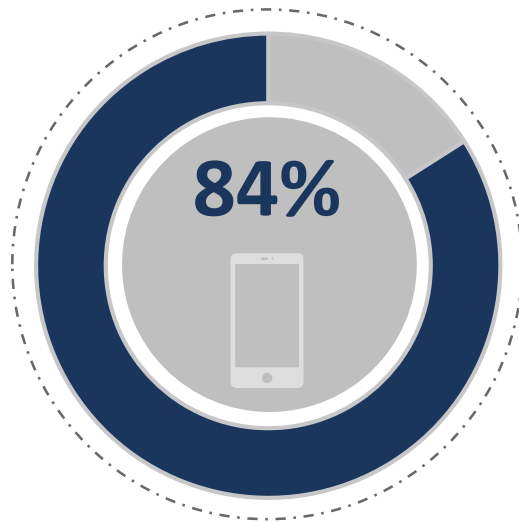


**CHINA**

## DEVICES USED TO PURCHASE ONLINE P3M

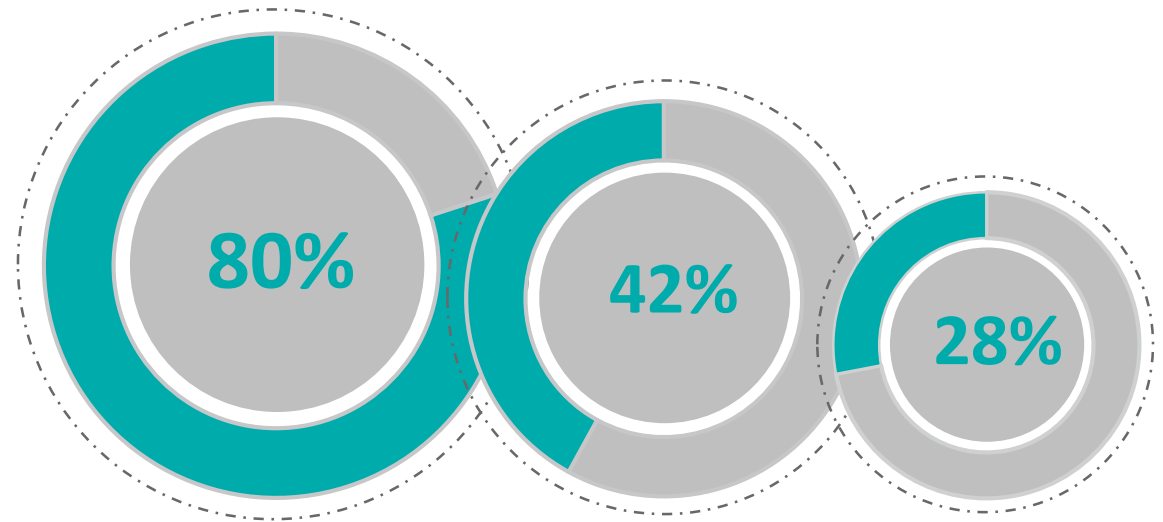


**COMPUTER/  
LAPTOP**



**MOBILE**

## METHODS USED TO PURCHASE ONLINE P3M



**FROM A MARKETPLACE  
SUCH AS EBAY, TMALL  
ETC.**

**DIRECTLY FROM A  
RETAILER'S WEBSITE**

**DIRECTLY FROM A  
RETAILER'S APP**

Base: All Respondents, n=500

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

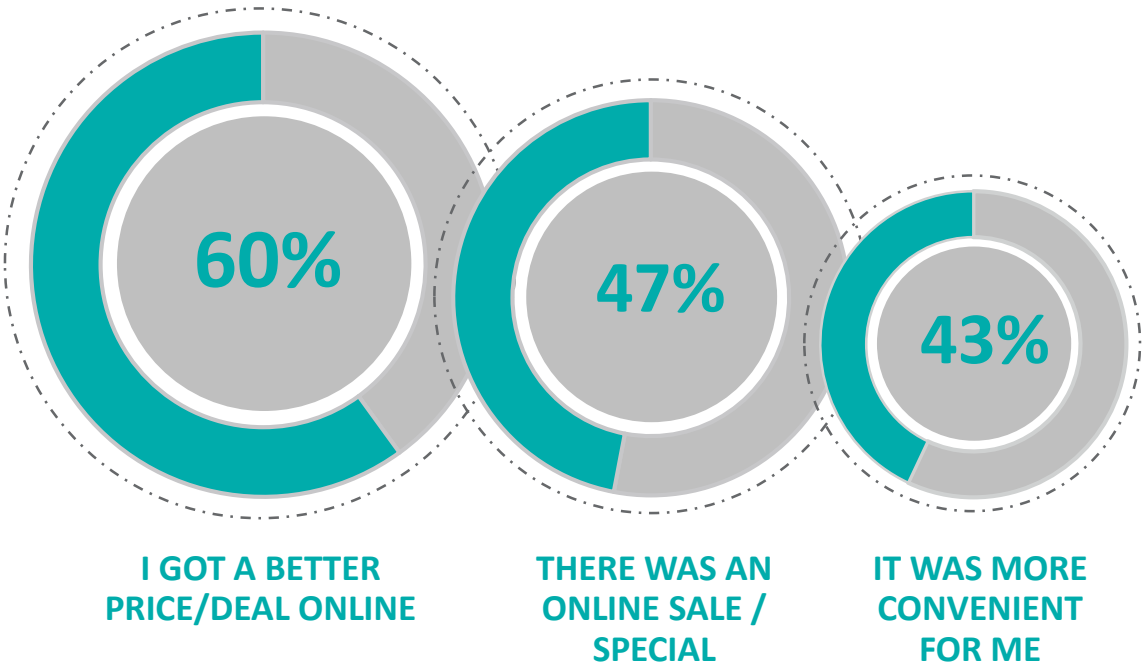
Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

### TOP 10 CATEGORIES PURCHASED ONLINE

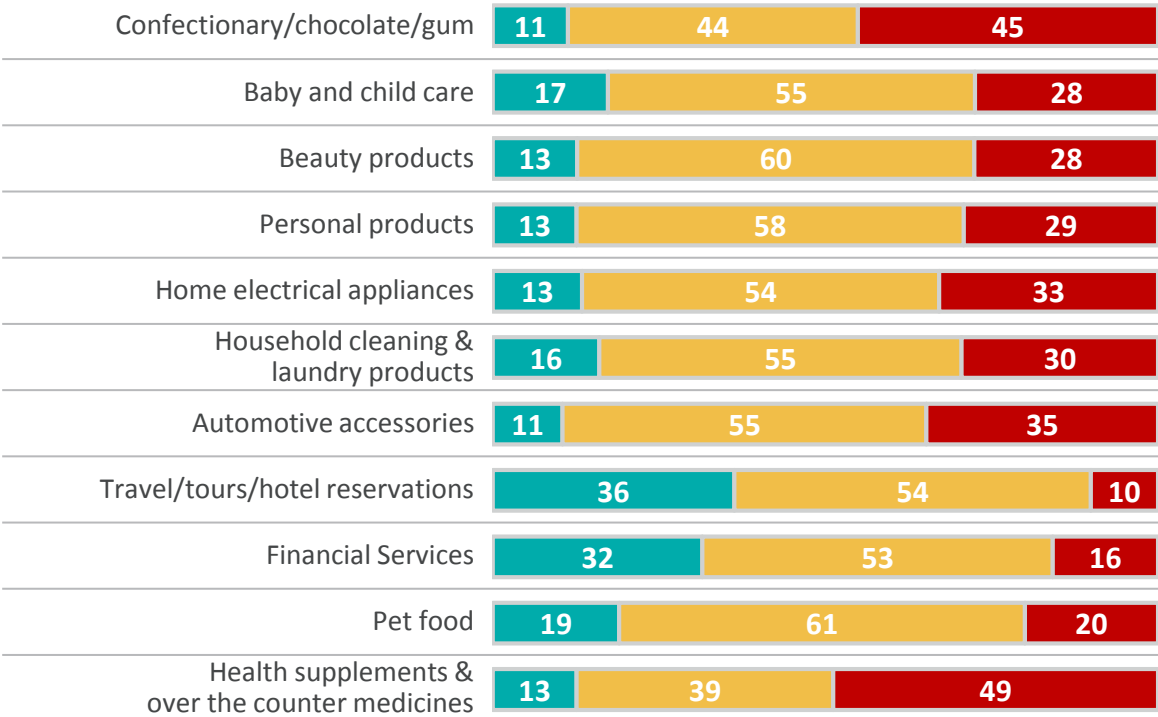
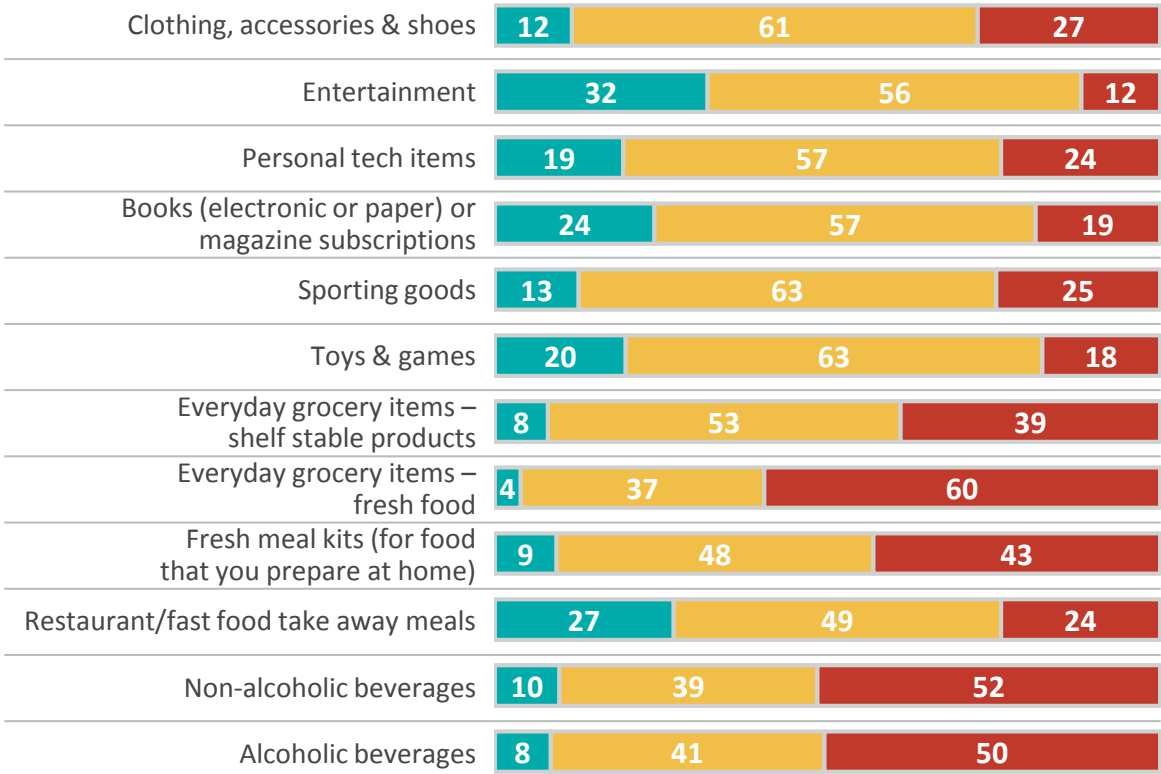


Base: All Respondents, n=500  
 Q3. Which of the following have you purchased online in the last 6 months?  
 Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?

### TOP 3 REASONS FOR BUYING ONLINE






## FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=42 to n=302

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

 Exclusively/almost exclusively buy online  
 Mostly buy online  
 Occasionally buy online



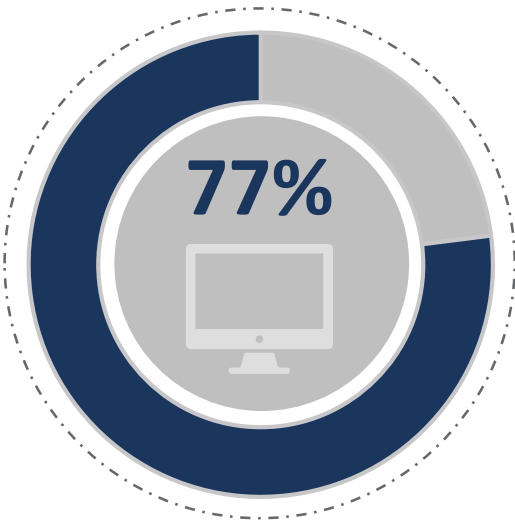
**FRANCE**

# The marketplace “made in France”, a great opportunity for retailers:

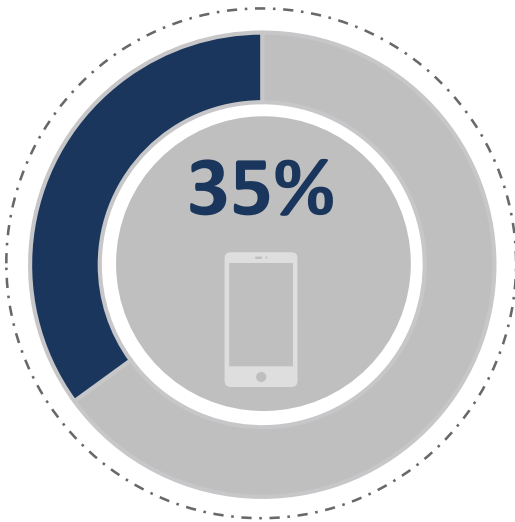
Marketplaces such as Cdiscount, LaRedoute, Fnac (...) are one of the main methods used to purchase online in France.



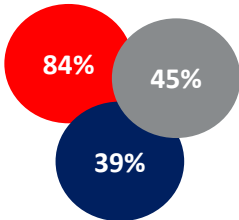
## DEVICES USED TO PURCHASE ONLINE P3M



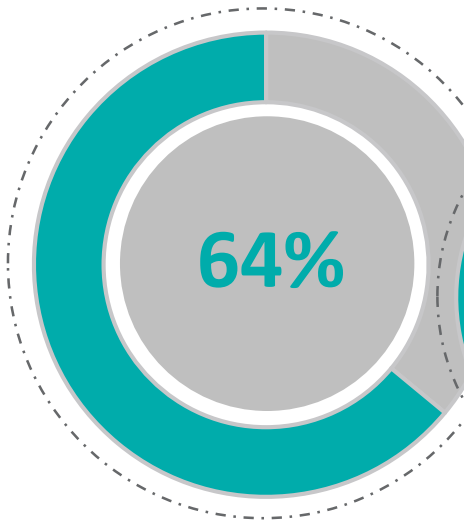
COMPUTER/  
LAPTOP



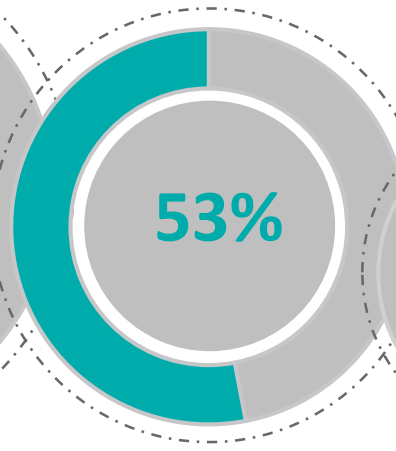
MOBILE



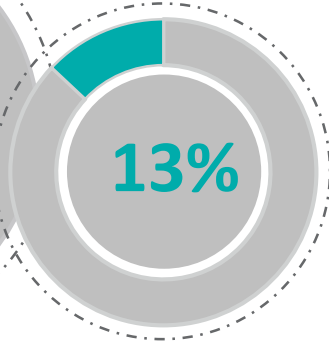
## METHODS USED TO PURCHASE ONLINE P3M



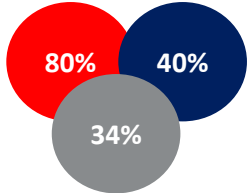
DIRECTLY FROM A  
RETAILER'S WEBSITE



FROM A  
MARKETPLACE  
SUCH AS EBAY,  
TMALL ETC.



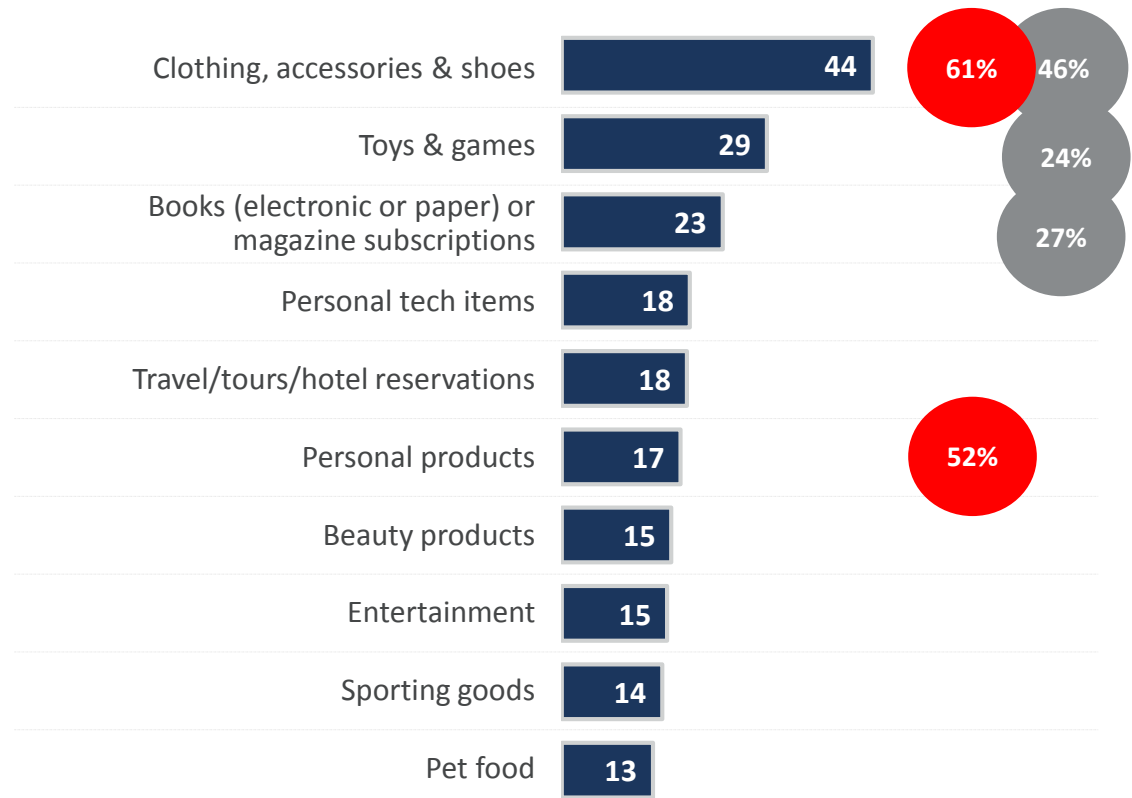
DIRECTLY FROM A  
RETAILER'S APP



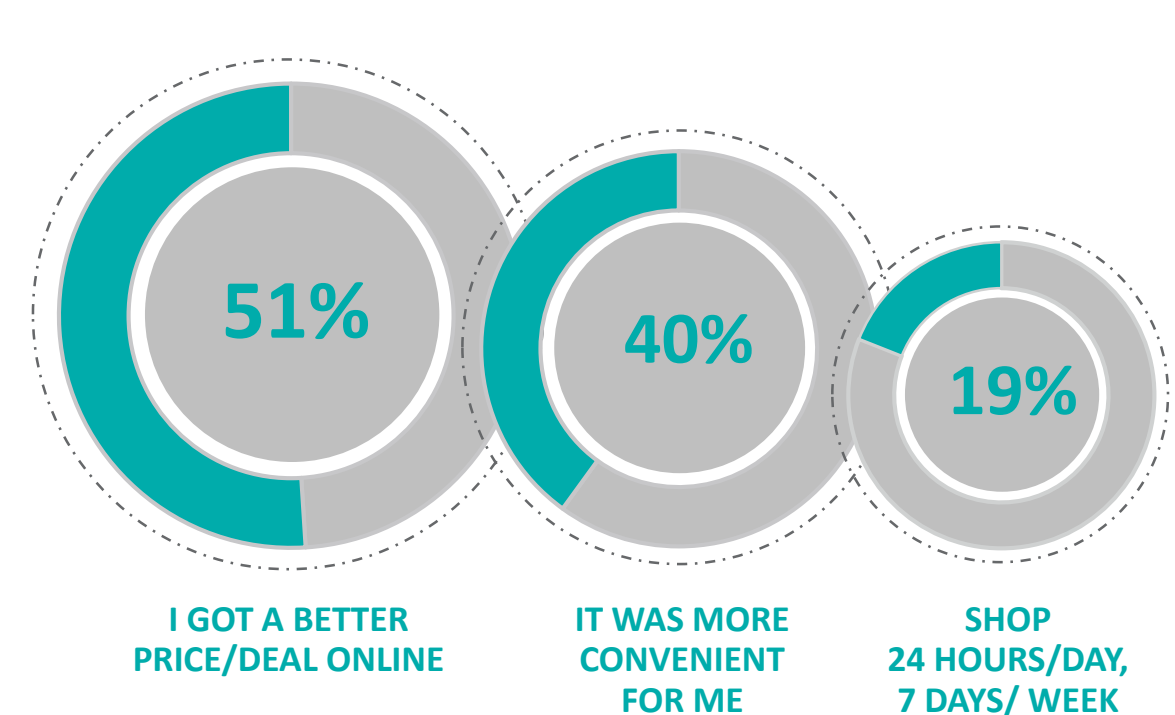


# Price and convenience are the main reasons why French are buying online.

## TOP 10 CATEGORIES PURCHASED ONLINE



## TOP 3 REASONS FOR BUYING ONLINE

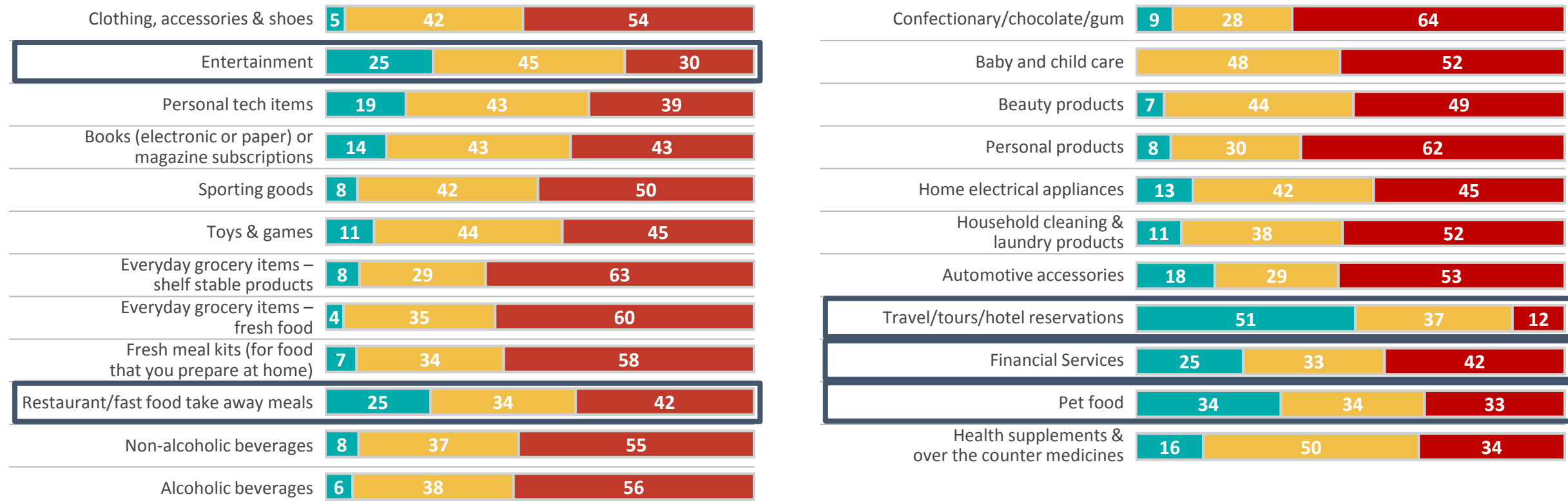


Base: All Respondents, n=500  
 Q3. Which of the following have you purchased online in the last 6 months?  
 Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?

47% There was an online sale/special

If “Clothing, accesories & shoes“ is the first category bought online, frequency of purchasing these articles online is low comparing to other categories such as travel or even pet food.

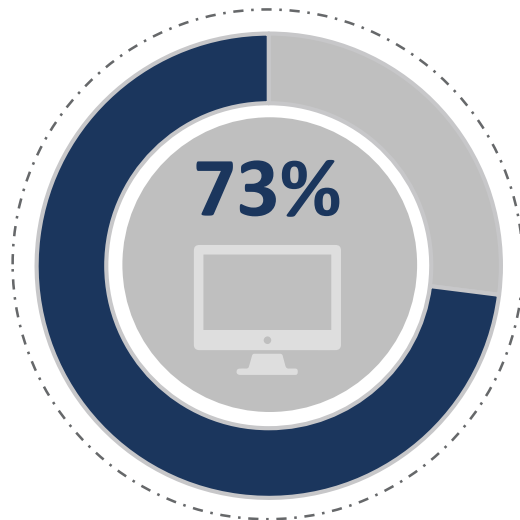
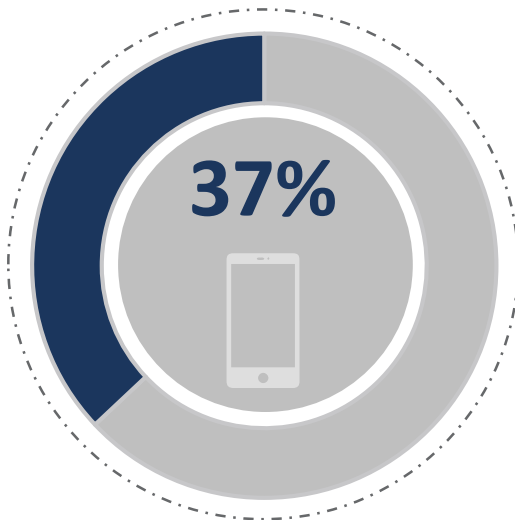
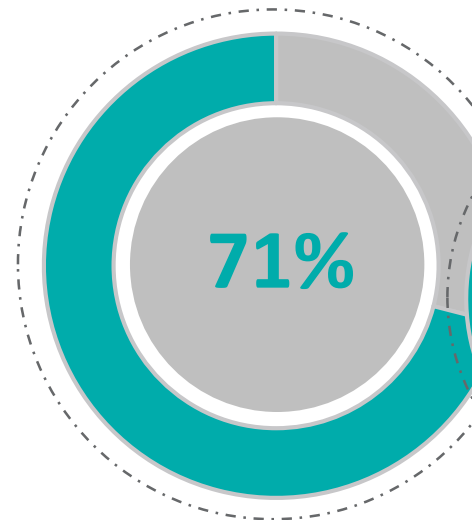
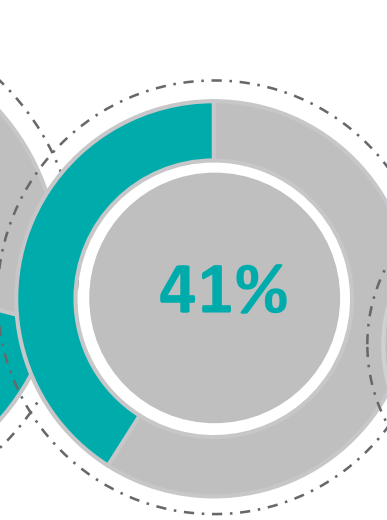
FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES





# GERMANY

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**DEVICES USED TO PURCHASE ONLINE P3M****COMPUTER/  
LAPTOP****MOBILE****METHODS USED TO PURCHASE ONLINE P3M****DIRECTLY FROM A  
RETAILER'S WEBSITE****FROM A  
MARKETPLACE  
SUCH AS EBAY,  
TMALL ETC.****DIRECTLY FROM A  
RETAILER'S APP**

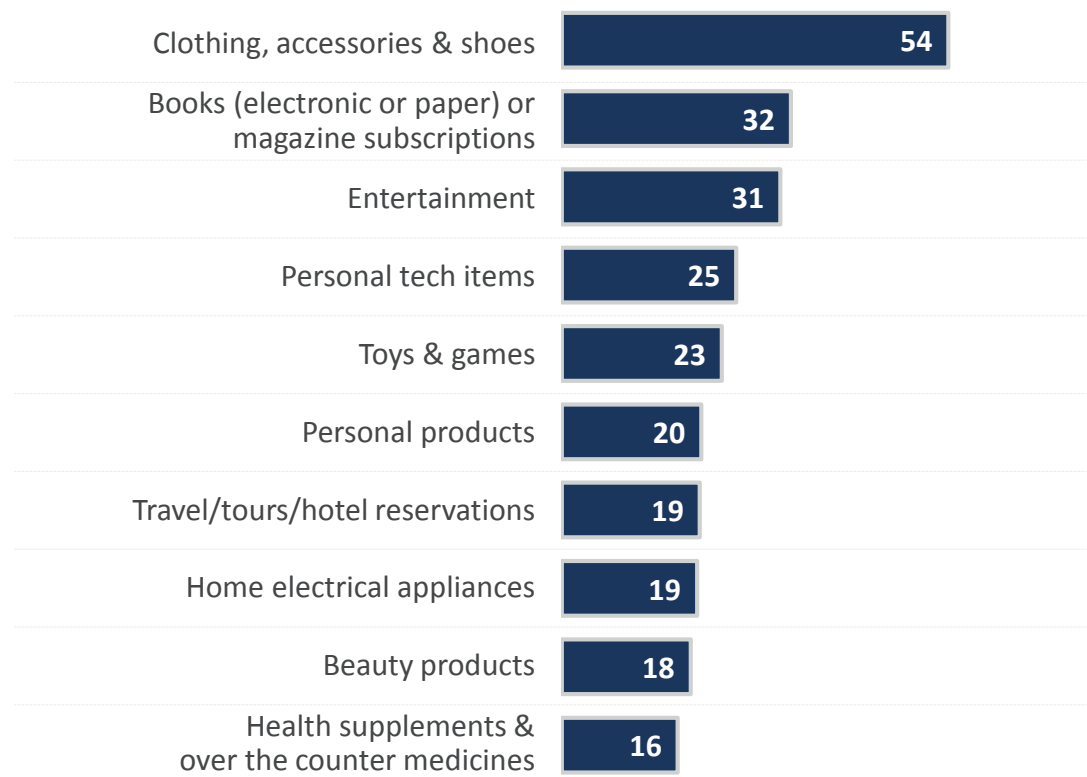
Base: All Respondents, n=500

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

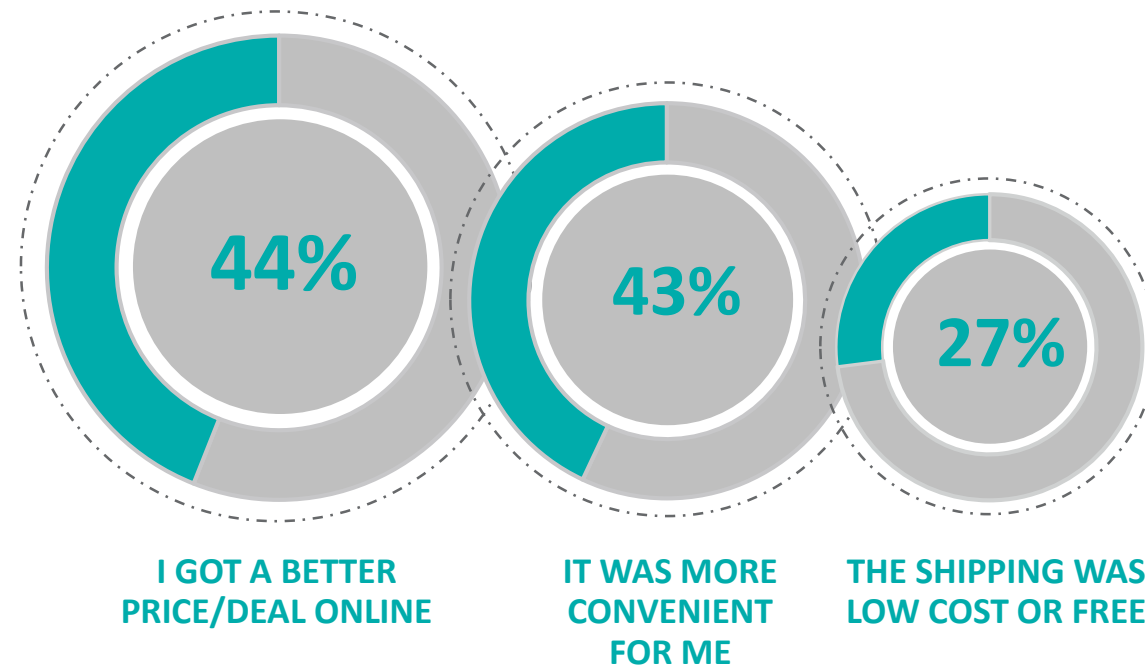
Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?



## TOP 10 CATEGORIES PURCHASED ONLINE



## TOP 3 REASONS FOR BUYING ONLINE



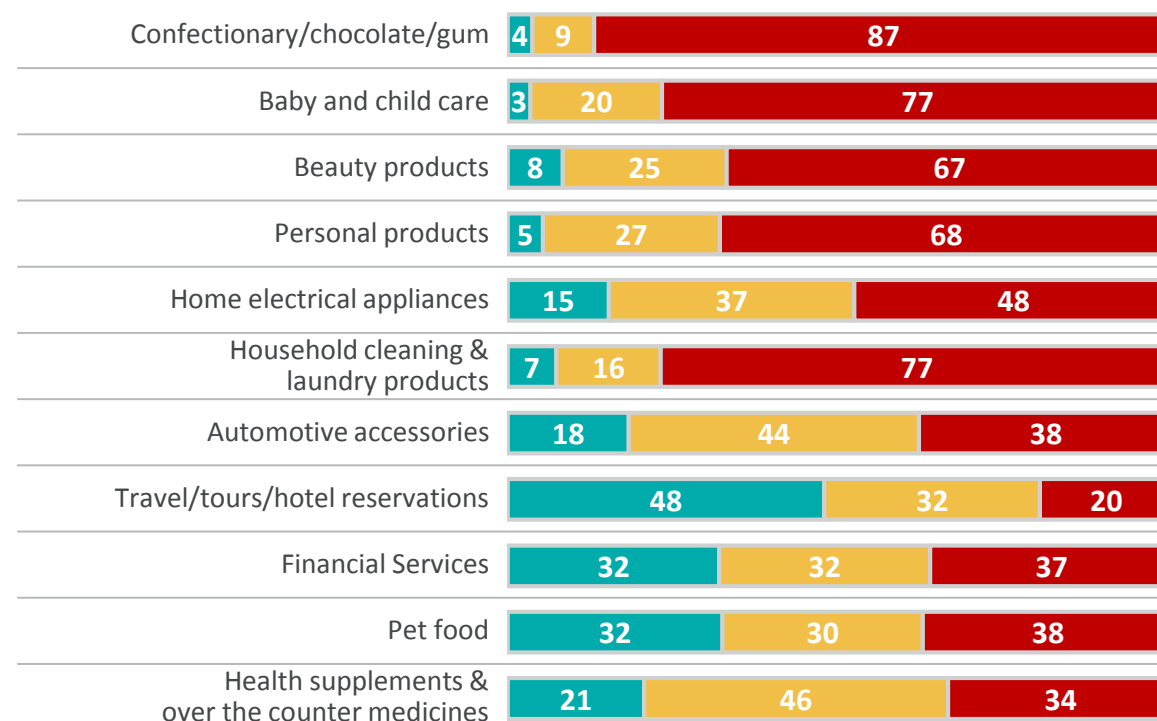
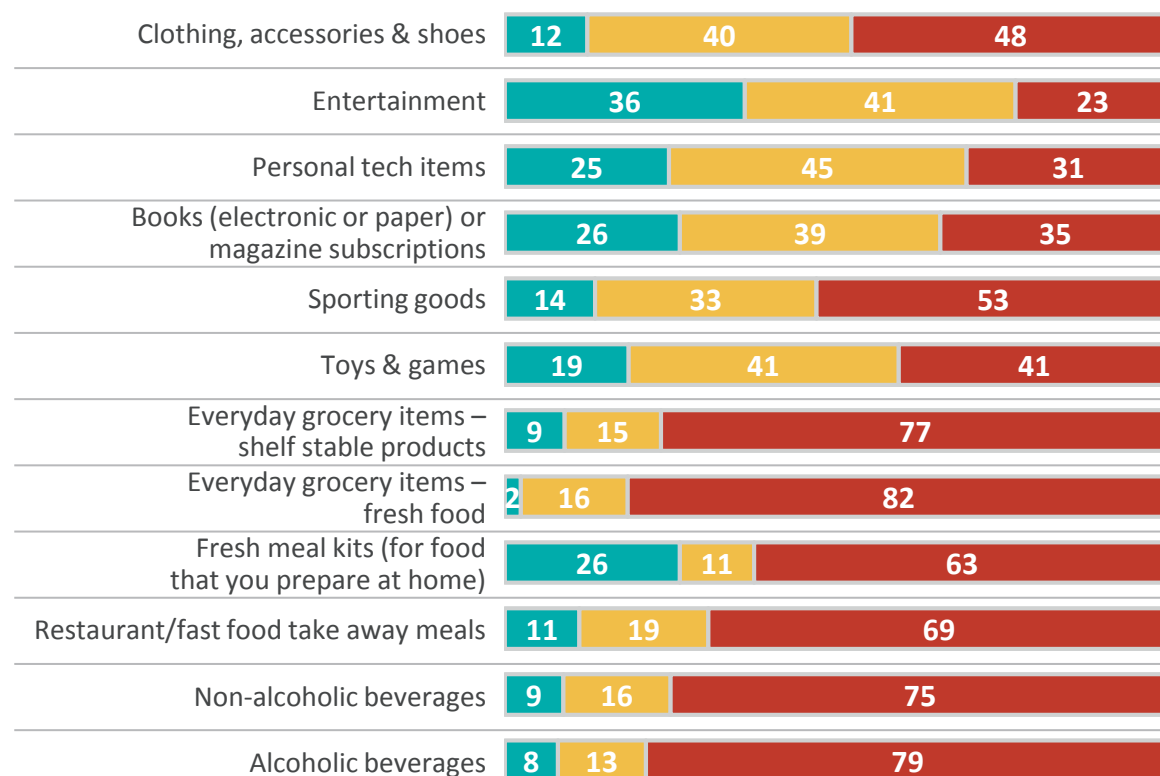
Base: All Respondents, n=500

Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?



## FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=9 to n=271

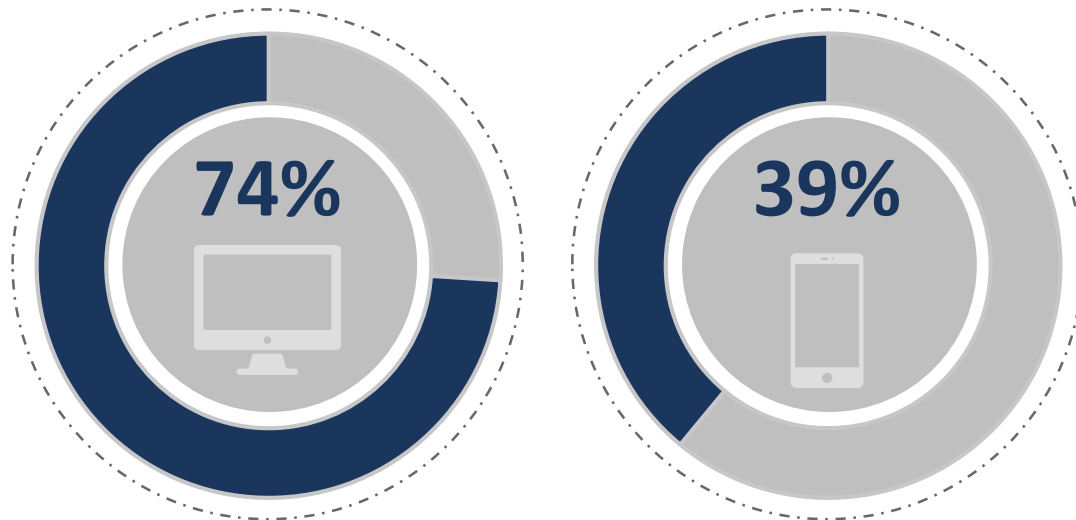
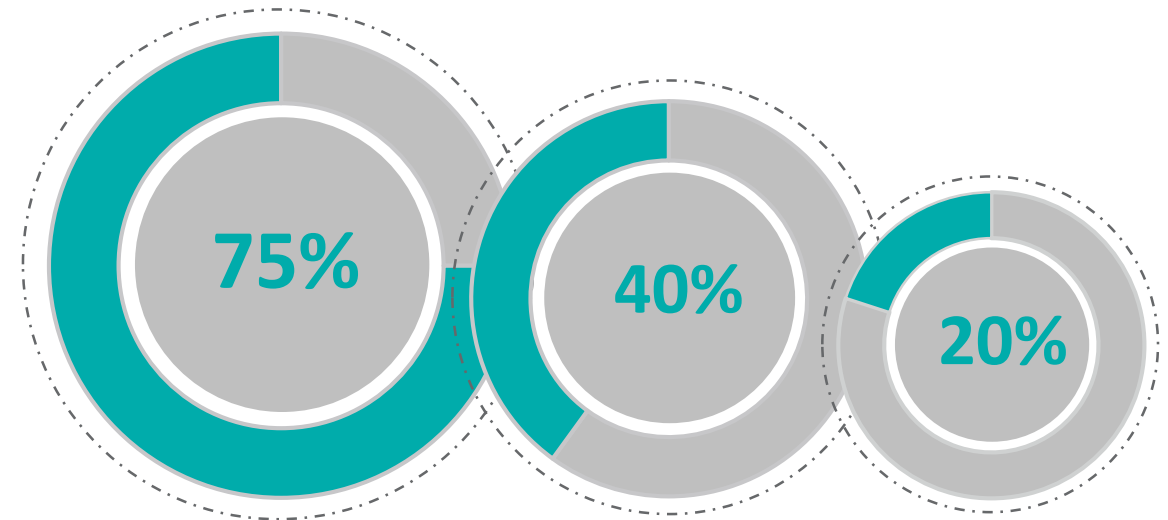
Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

■ Exclusively/almost exclusively buy online  
■ Mostly buy online  
■ Occasionally buy online



# GREAT BRITAIN

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**DEVICES USED TO PURCHASE ONLINE P3M****COMPUTER/  
LAPTOP****MOBILE****METHODS USED TO PURCHASE ONLINE P3M****DIRECTLY FROM A  
RETAILER'S WEBSITE****FROM A  
MARKETPLACE  
SUCH AS EBAY,  
TMALL ETC.****DIRECTLY FROM A  
RETAILER'S APP**

Base: All Respondents, n=500

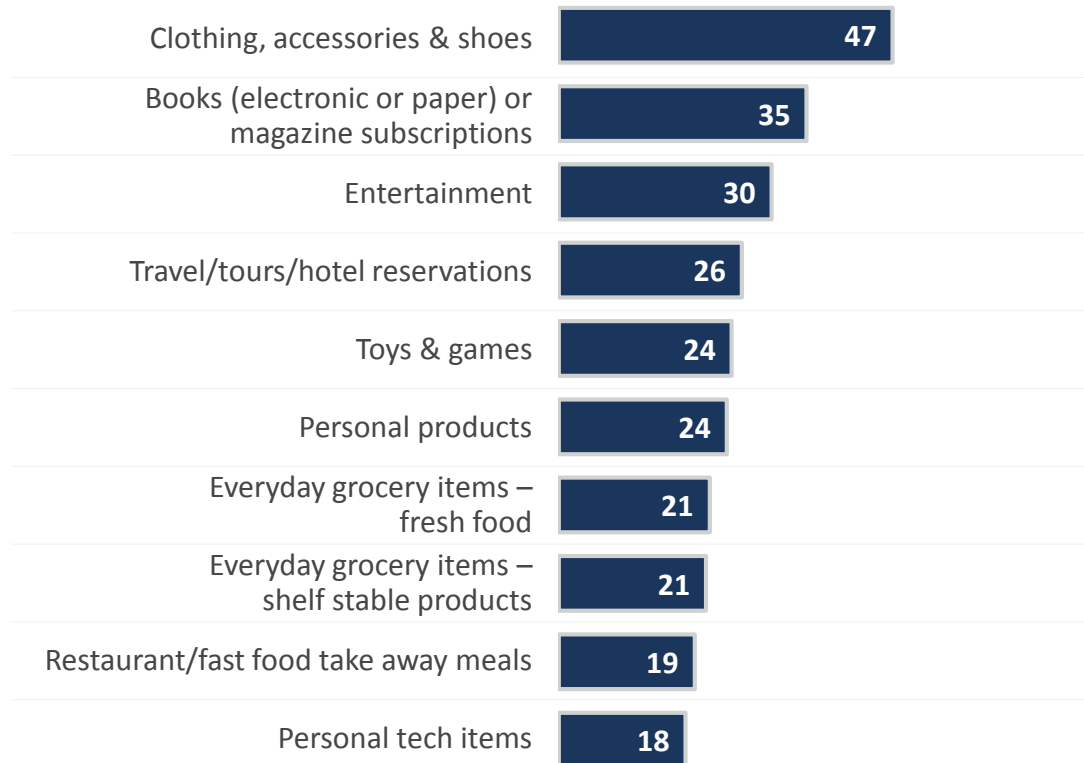
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

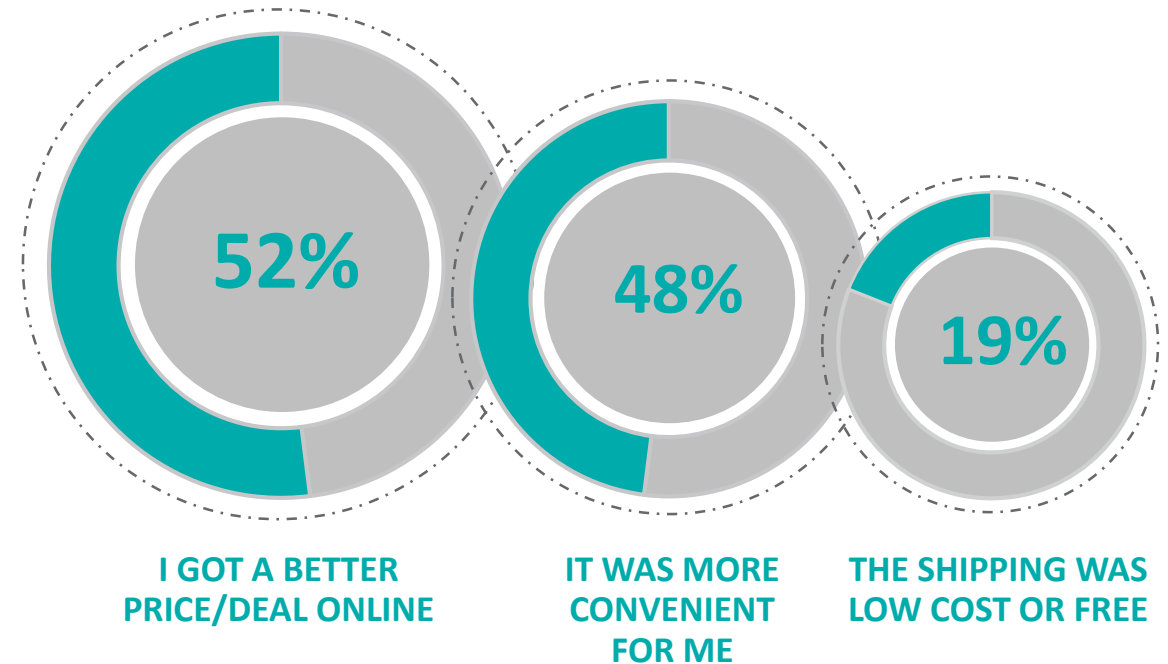




## TOP 10 CATEGORIES PURCHASED ONLINE



## TOP 3 REASONS FOR BUYING ONLINE



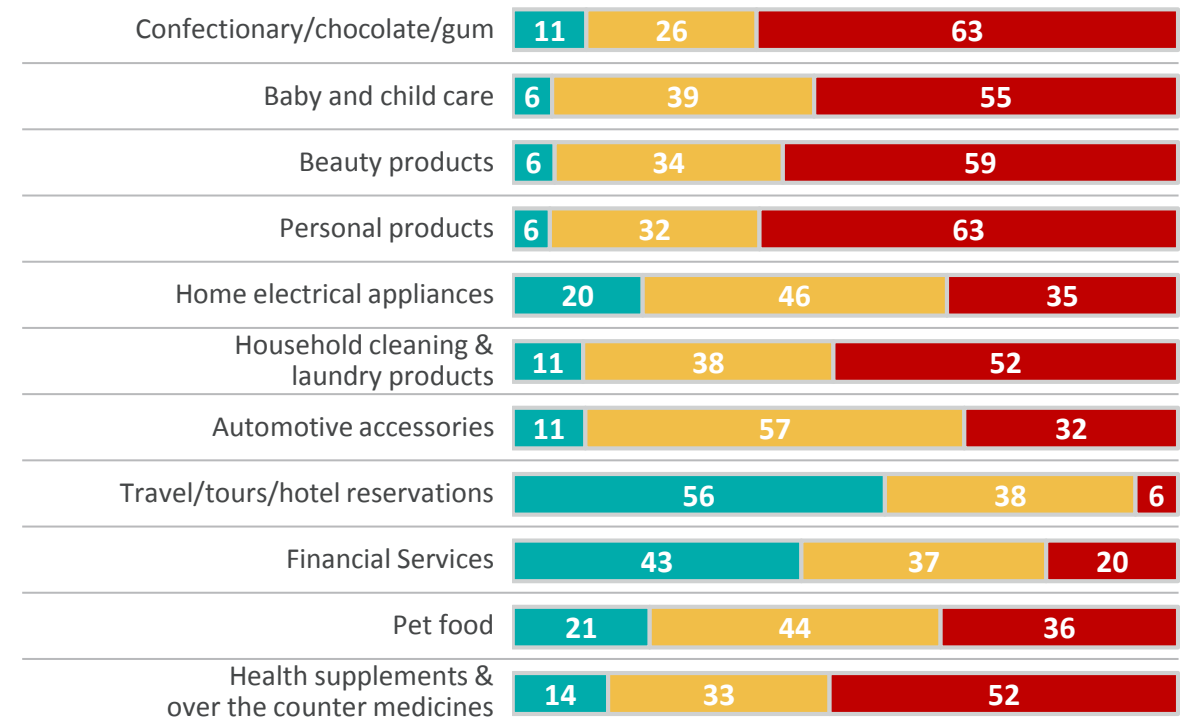
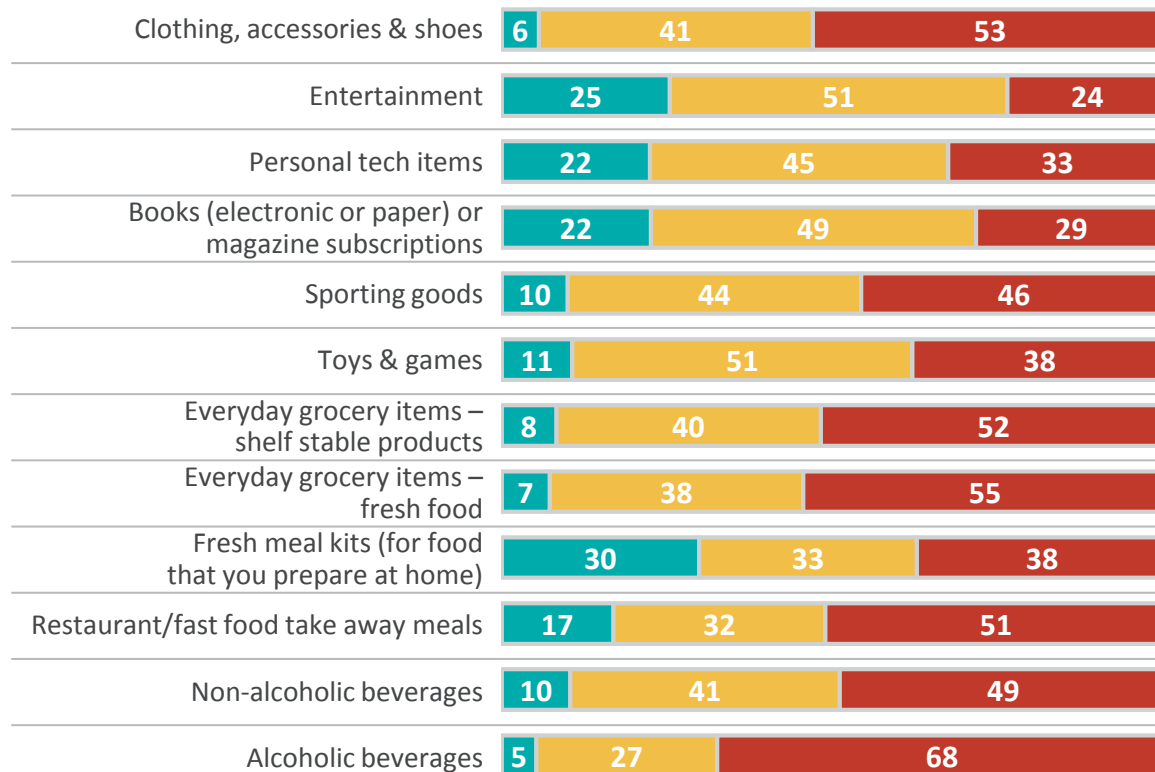
Base: All Respondents, n=500

Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?



## FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=19 to n=234

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

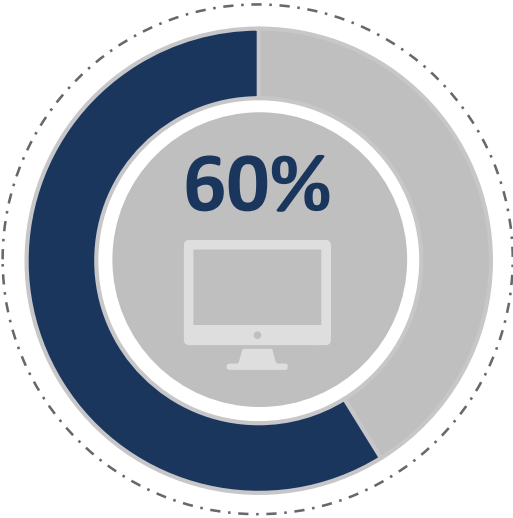
■ Exclusively/almost exclusively buy online  
■ Mostly buy online  
■ Occasionally buy online



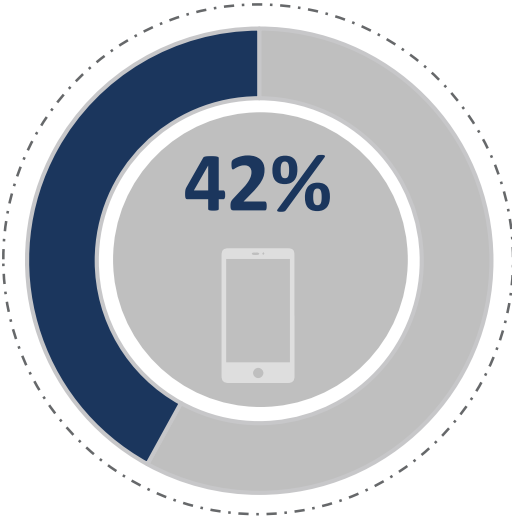
# HUNGARY

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DEVICES USED TO PURCHASE ONLINE P3M

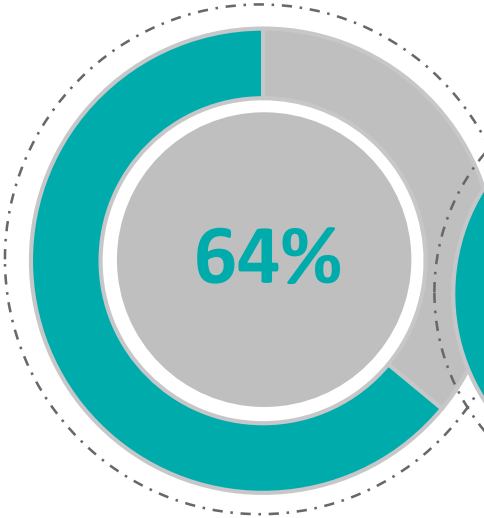


COMPUTER/  
LAPTOP

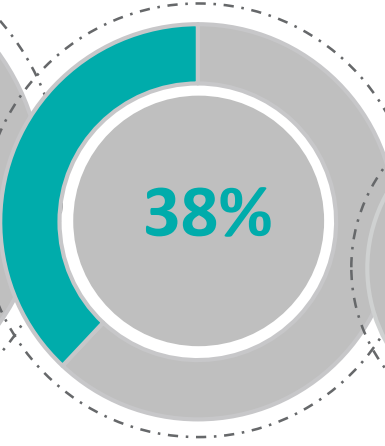


MOBILE

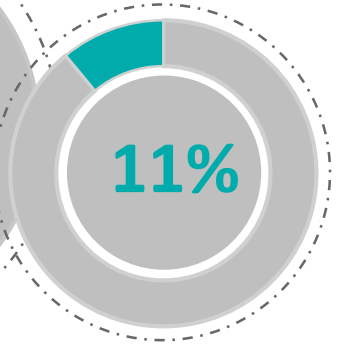
METHODS USED TO PURCHASE ONLINE P3M



DIRECTLY FROM A  
RETAILER'S WEBSITE



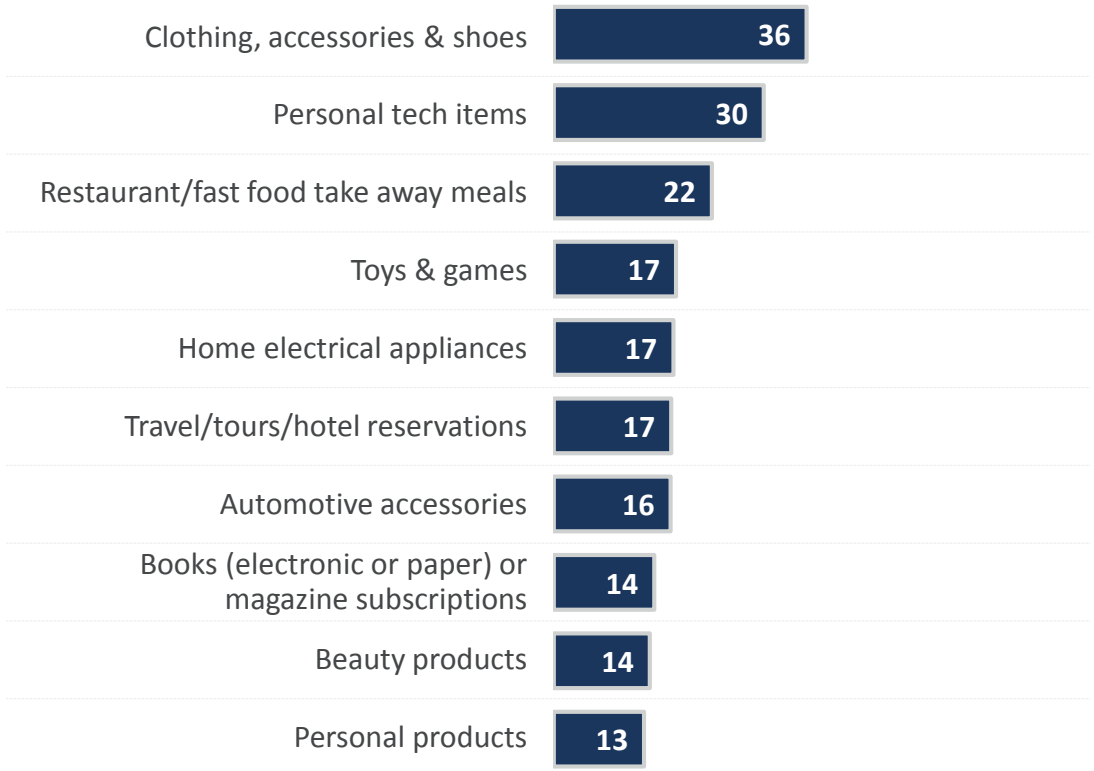
FROM A  
MARKETPLACE  
SUCH AS EBAY,  
TMALL ETC.



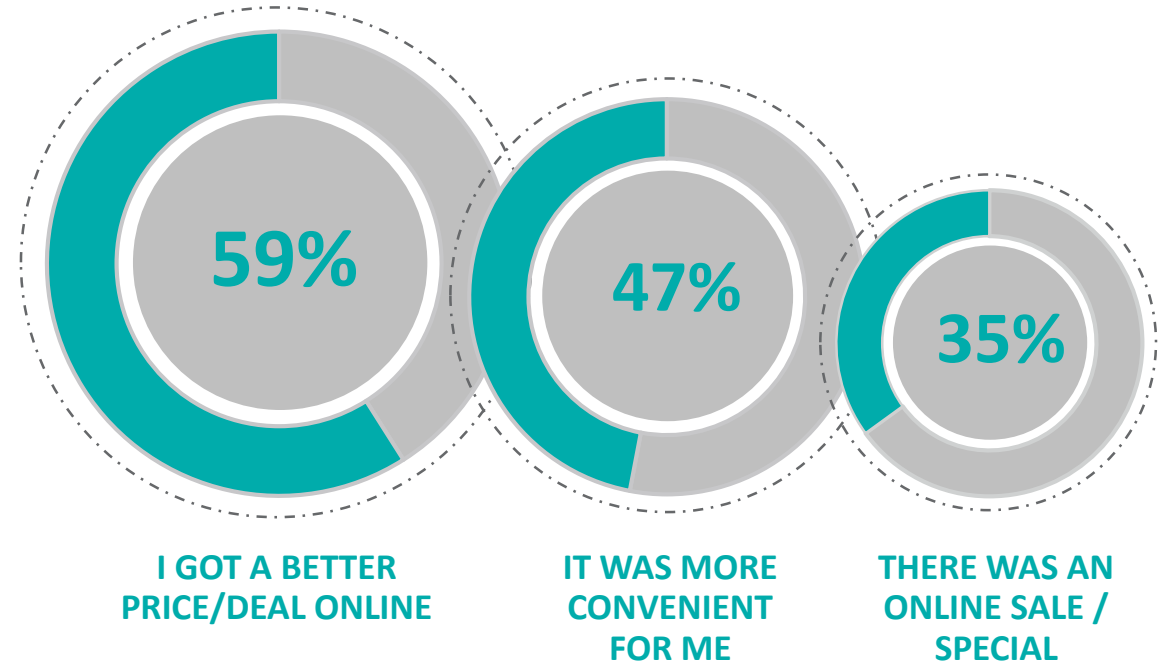
DIRECTLY FROM A  
RETAILER'S APP

Base: All Respondents, n=500  
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?  
Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

## TOP 10 CATEGORIES PURCHASED ONLINE



## TOP 3 REASONS FOR BUYING ONLINE

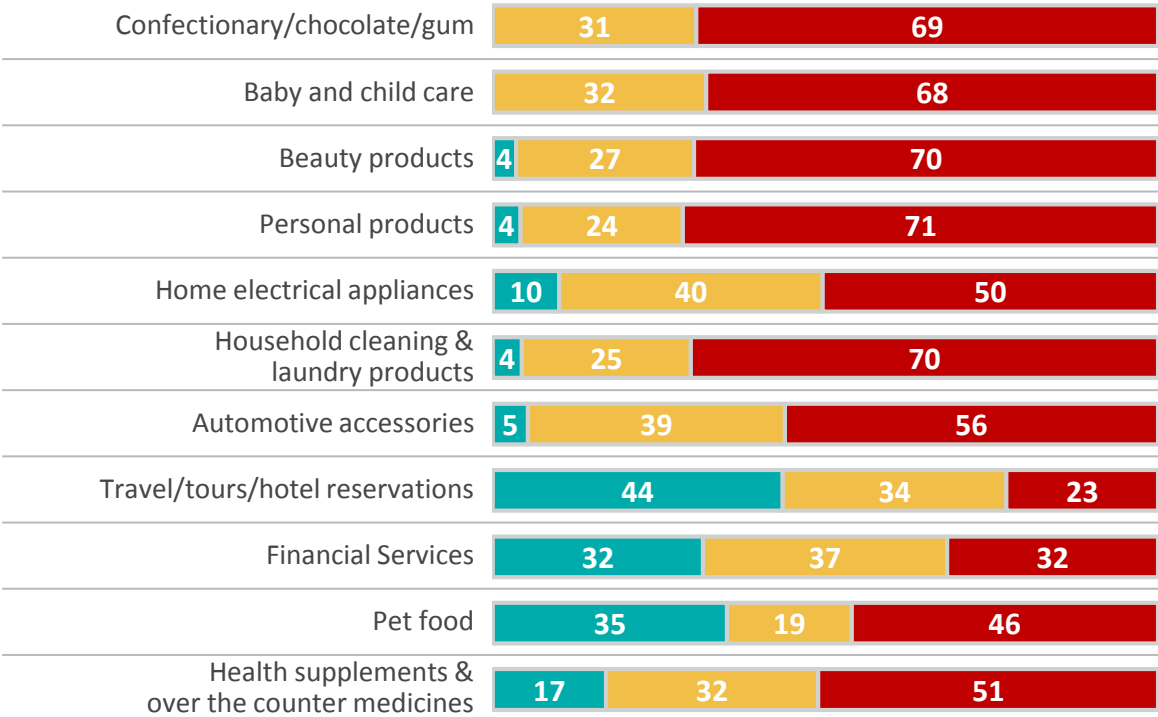
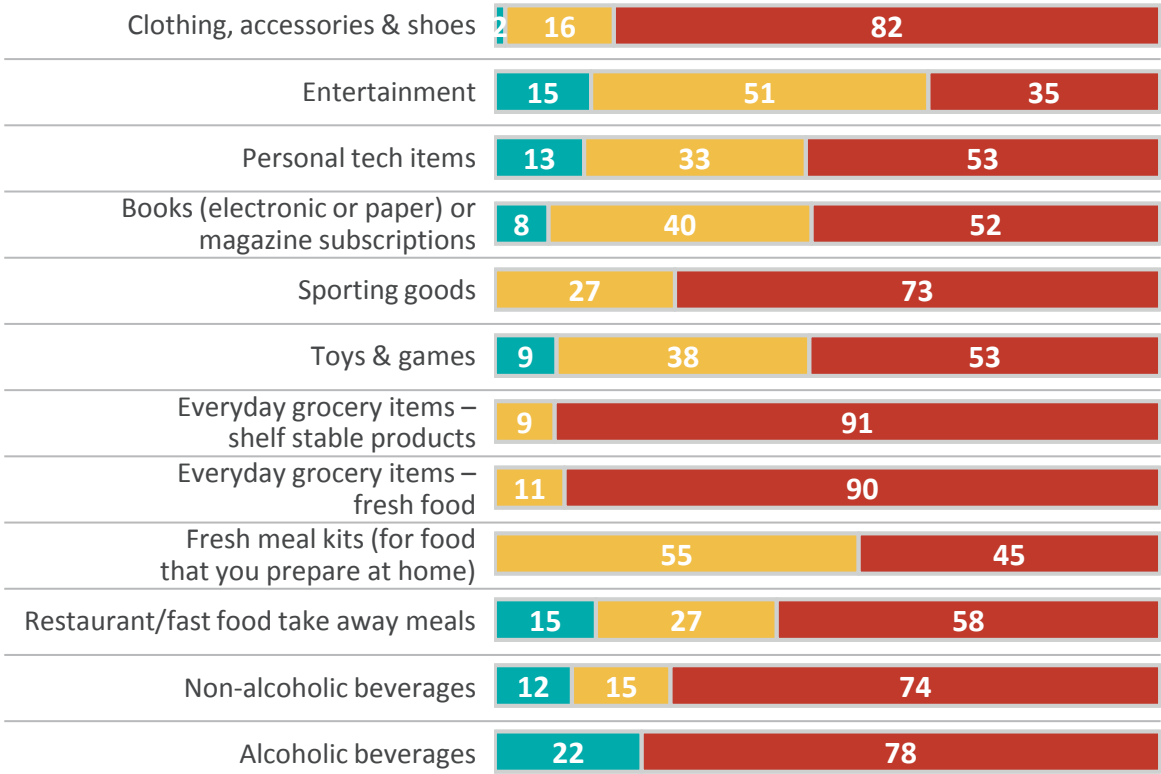


Base: All Respondents, n=500

Q3. Which of the following have you purchased online in the last 6 months?




Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?

## FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=9 to n=177

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

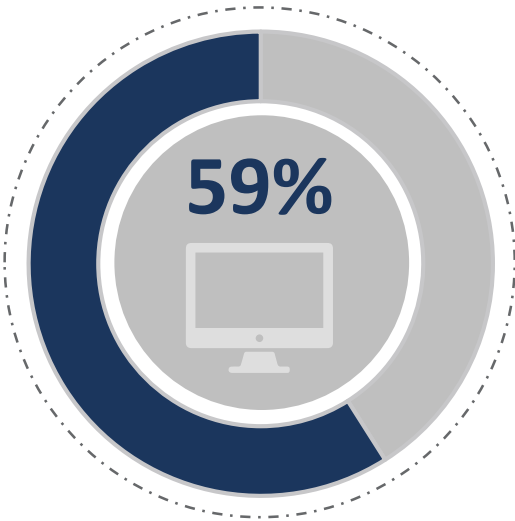
 Exclusively/almost exclusively buy online  
 Mostly buy online  
 Occasionally buy online



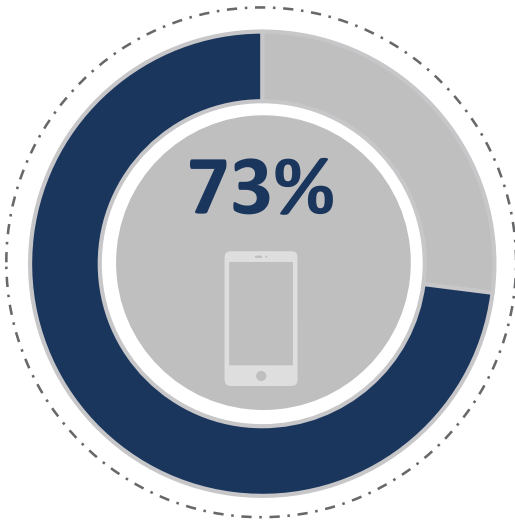
# INDIA

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DEVICES USED TO PURCHASE ONLINE P3M

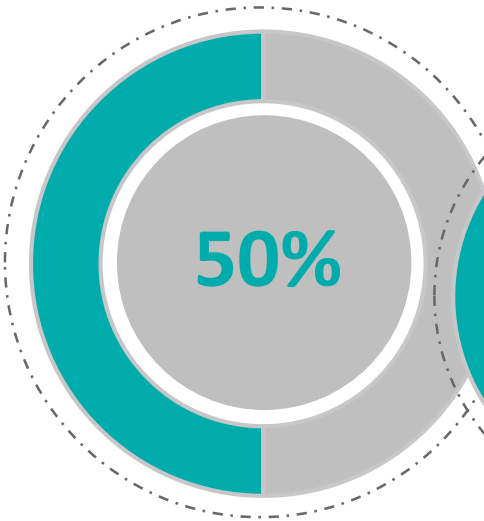


COMPUTER/  
LAPTOP

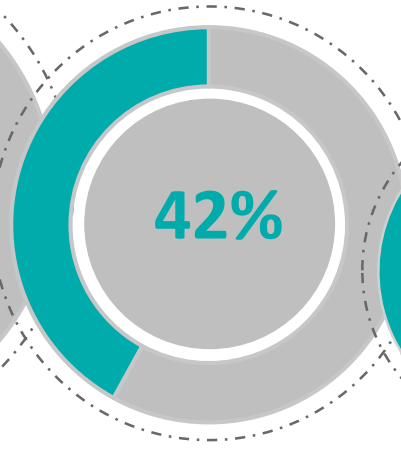


MOBILE

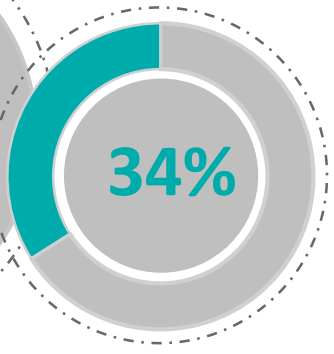
METHODS USED TO PURCHASE ONLINE P3M



DIRECTLY FROM A  
RETAILER'S WEBSITE



FROM A  
MARKETPLACE  
SUCH AS EBAY,  
TMALL ETC.



DIRECTLY FROM A  
RETAILER'S APP

Base: All Respondents, n=500  
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?  
Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

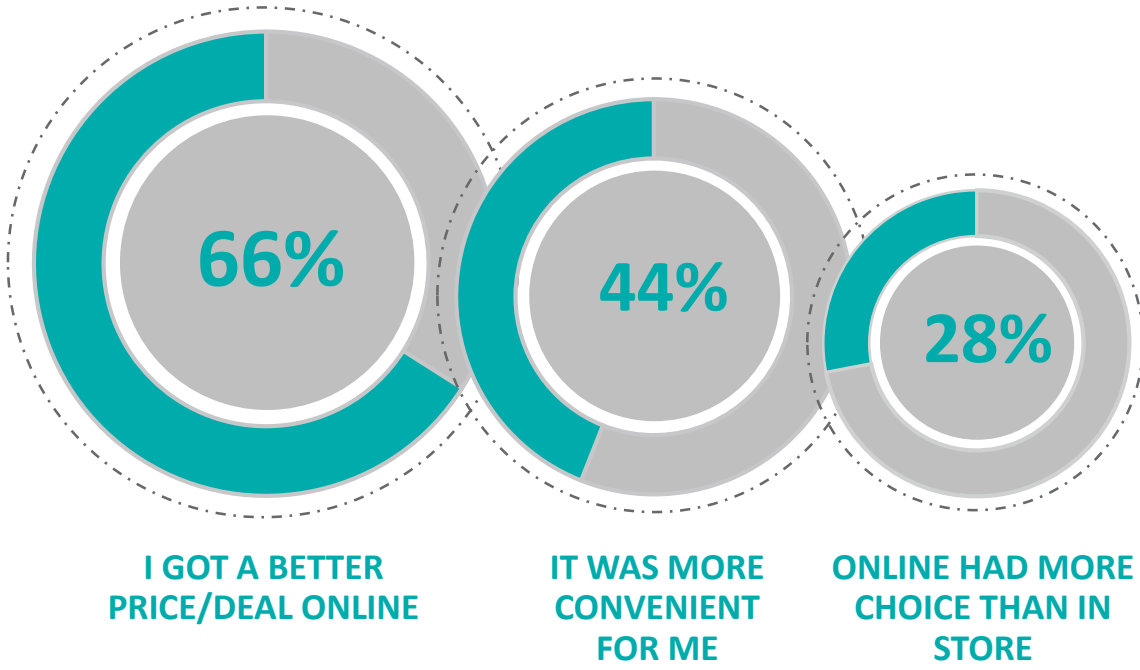


TOP 10 CATEGORIES PURCHASED ONLINE

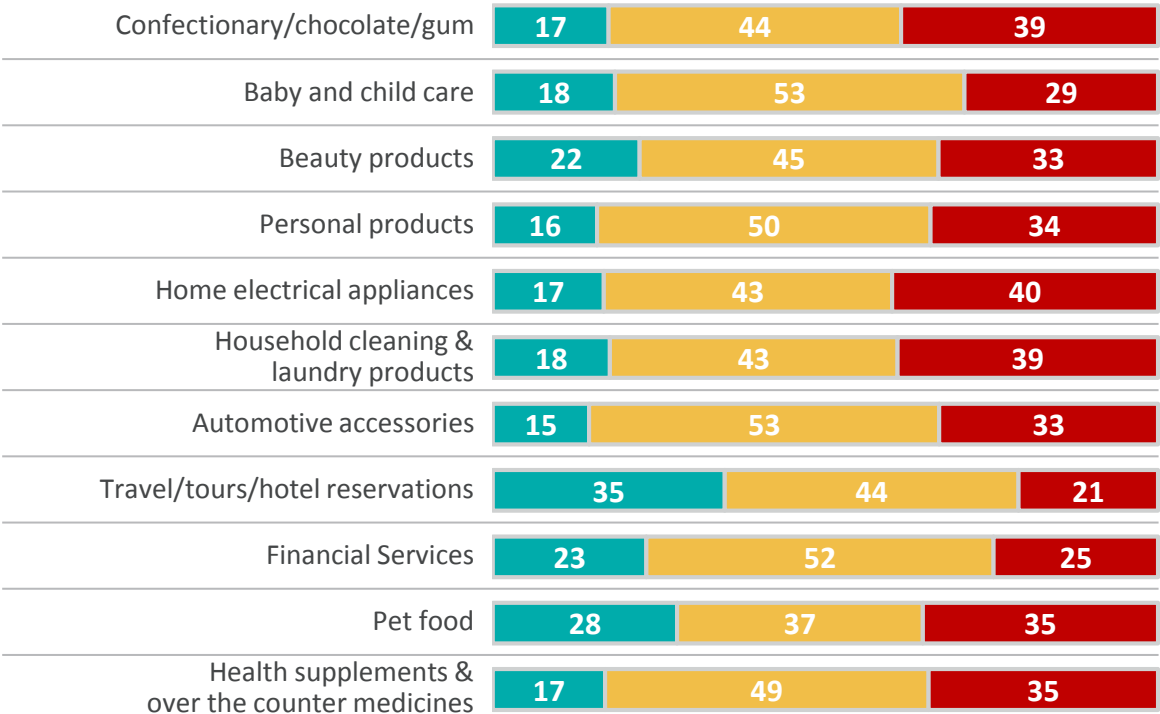
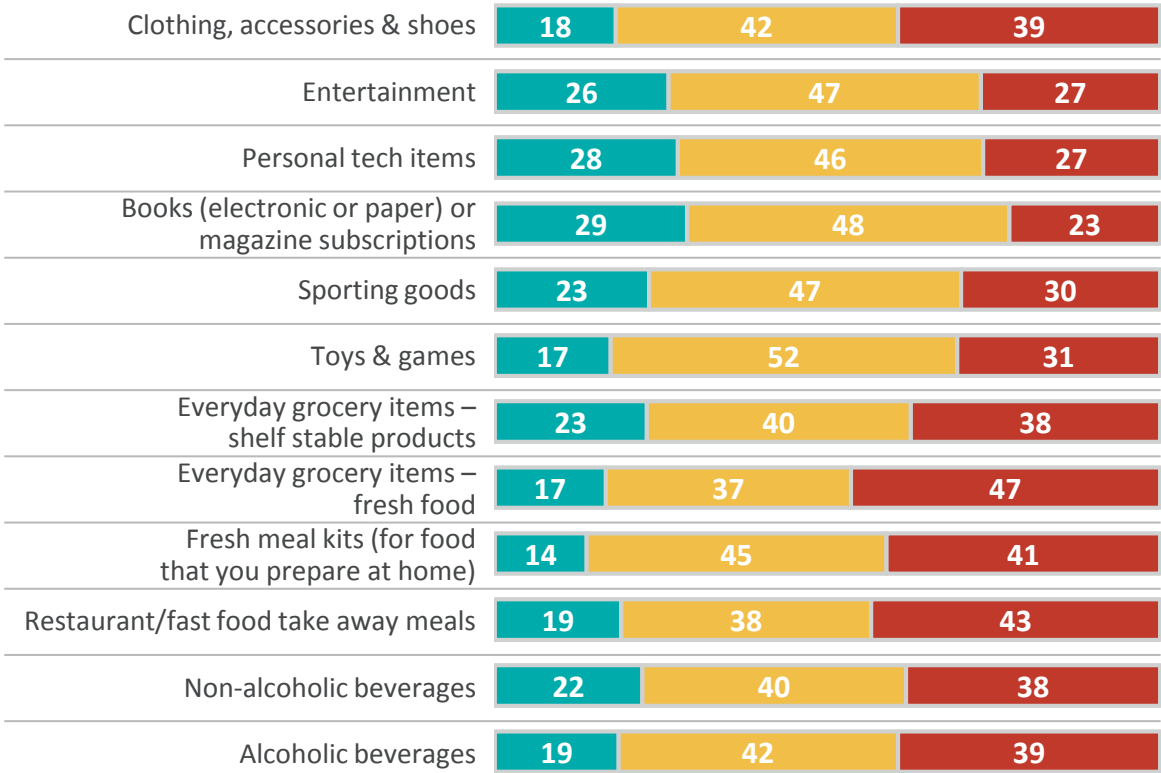


Base: All Respondents, n=500  
Q3. Which of the following have you purchased online in the last 6 months?  
Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?

TOP 3 REASONS FOR BUYING ONLINE



## FRECUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Exclusively/almost exclusively buy online

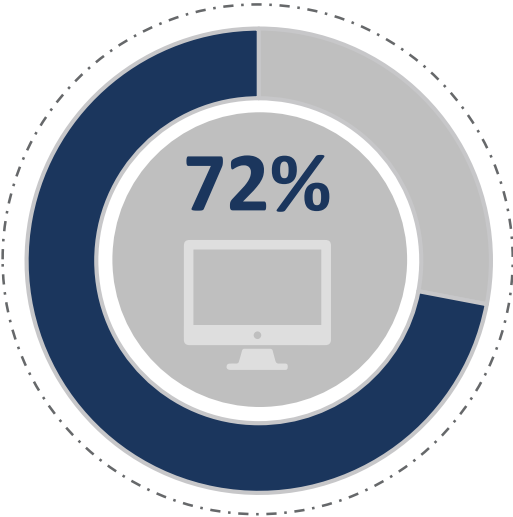
Mostly buy online

Occasionally buy online

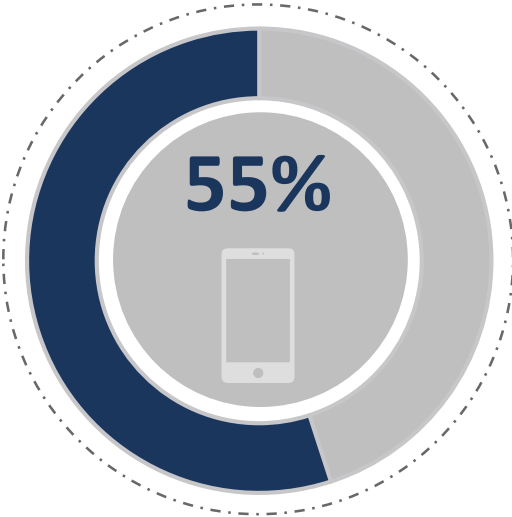


ITALY

DEVICES USED TO PURCHASE ONLINE P3M

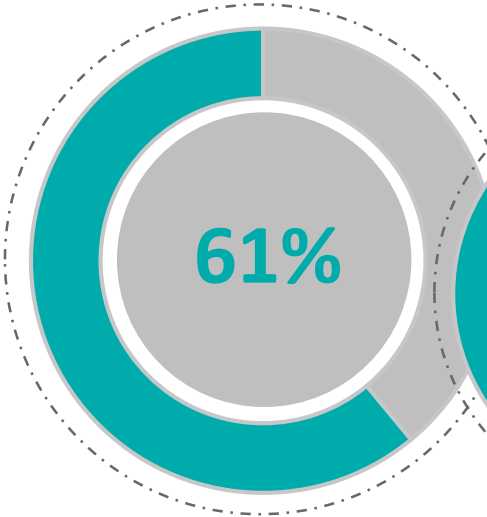


COMPUTER/  
LAPTOP

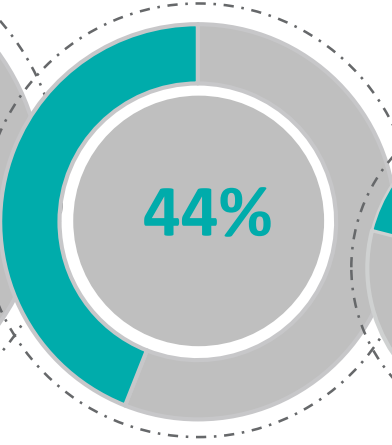


MOBILE

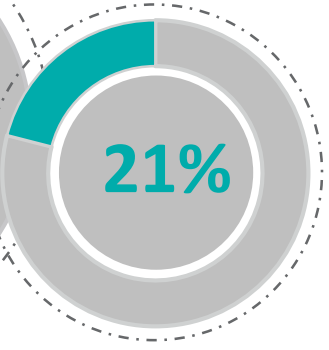
METHODS USED TO PURCHASE ONLINE P3M



DIRECTLY FROM A  
RETAILER'S WEBSITE



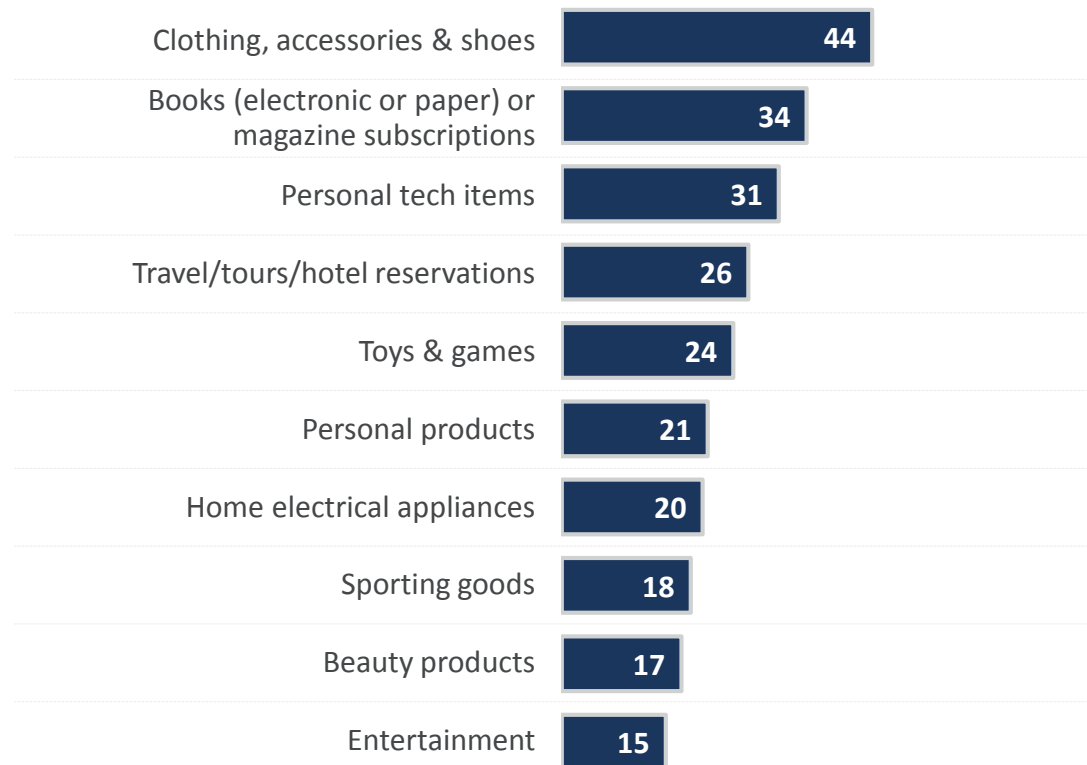
FROM A  
MARKETPLACE  
SUCH AS EBAY,  
TMALL ETC.



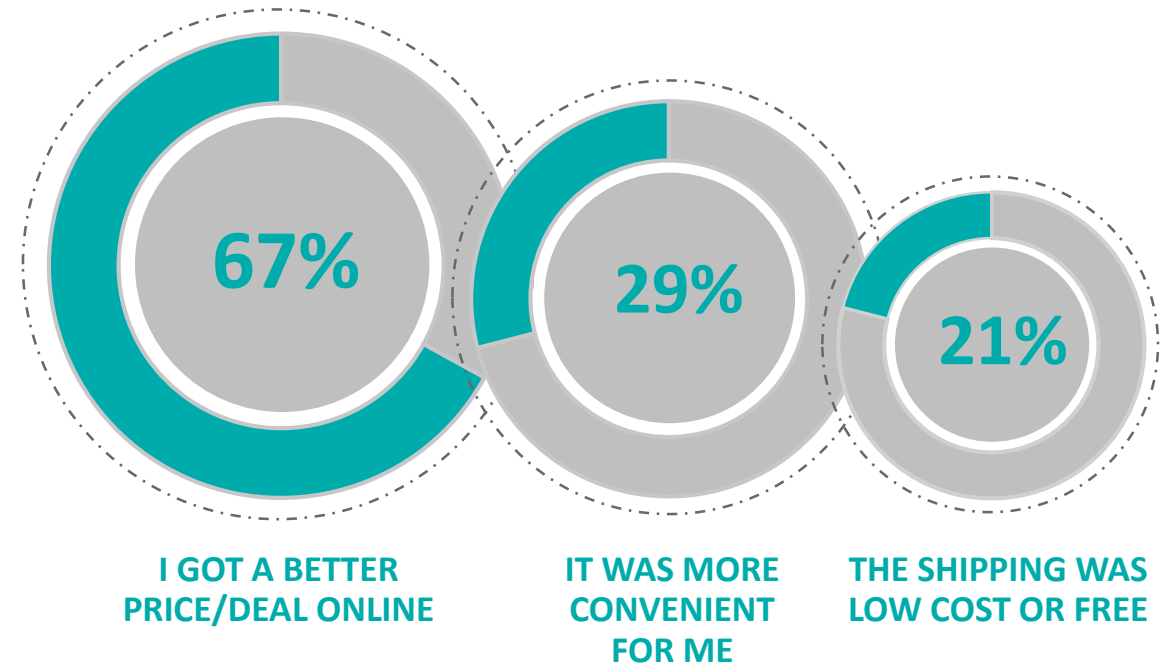
DIRECTLY FROM A  
RETAILER'S APP

Base: All Respondents, n=500  
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?  
Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

## TOP 10 CATEGORIES PURCHASED ONLINE



## TOP 3 REASONS FOR BUYING ONLINE

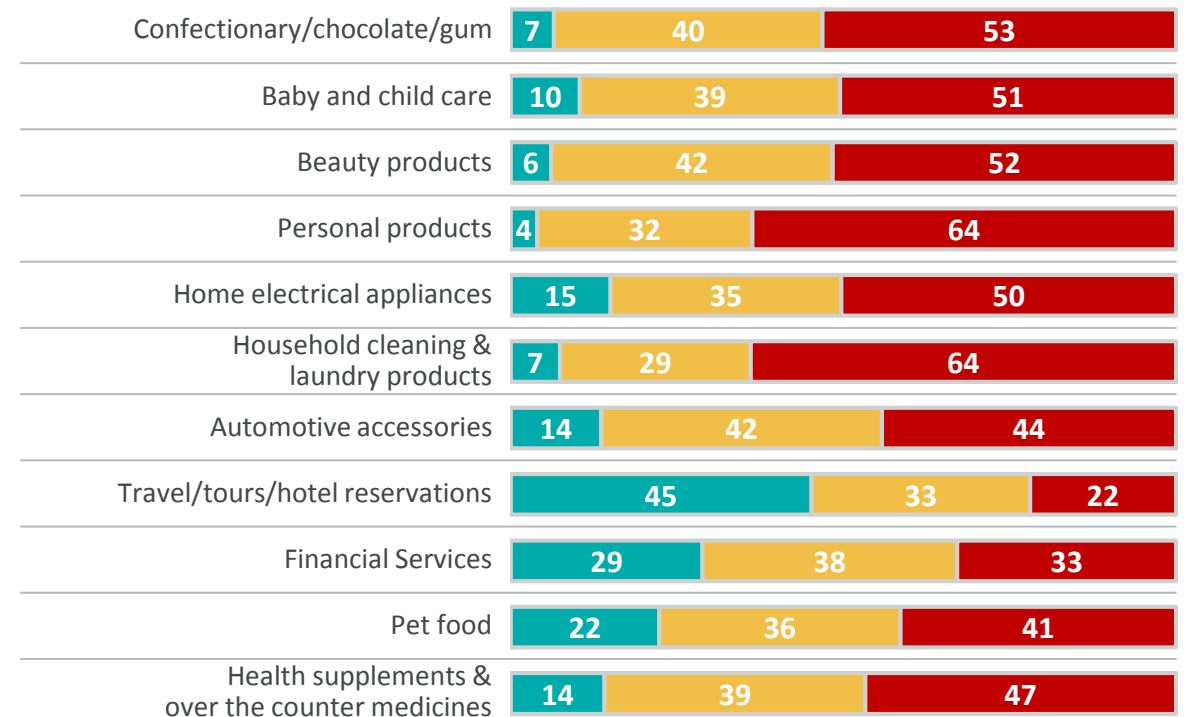
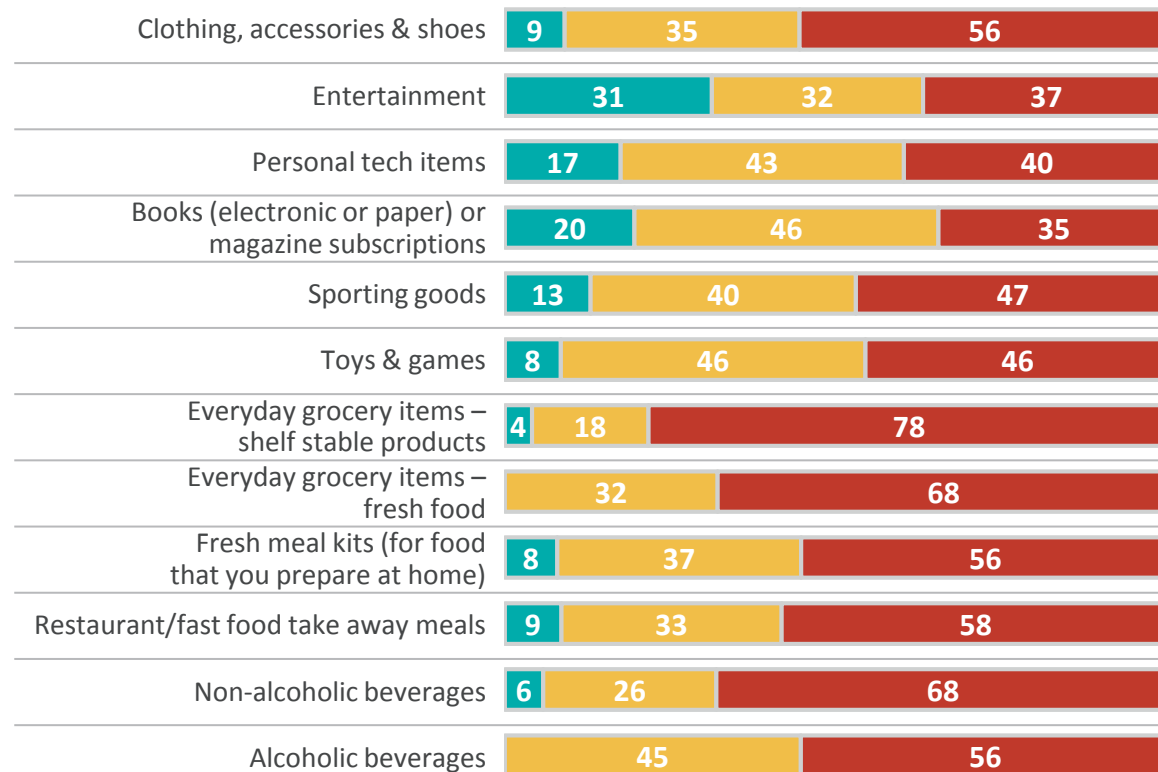


Base: All Respondents, n=500

Q3. Which of the following have you purchased online in the last 6 months?




Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?

## FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=13 to n=218

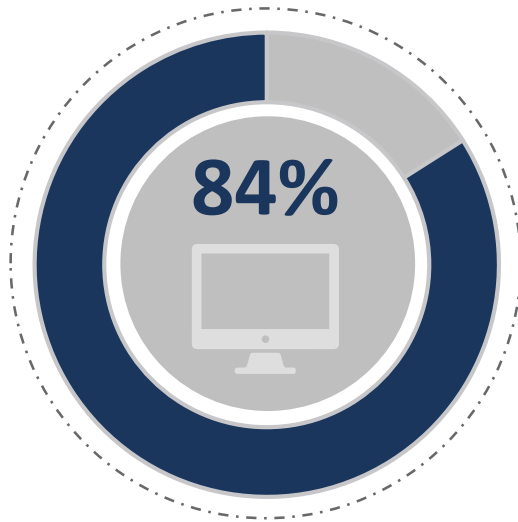
Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

 Exclusively/almost exclusively buy online  
 Mostly buy online  
 Occasionally buy online

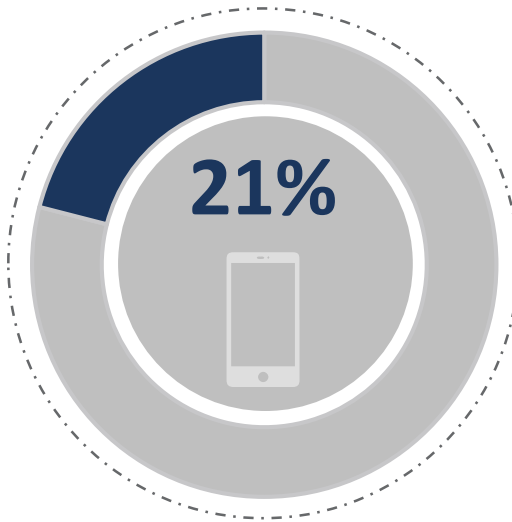




## DEVICES USED TO PURCHASE ONLINE P3M

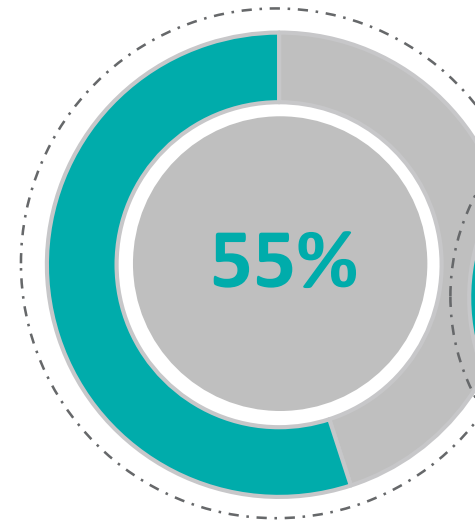


**COMPUTER/  
LAPTOP**

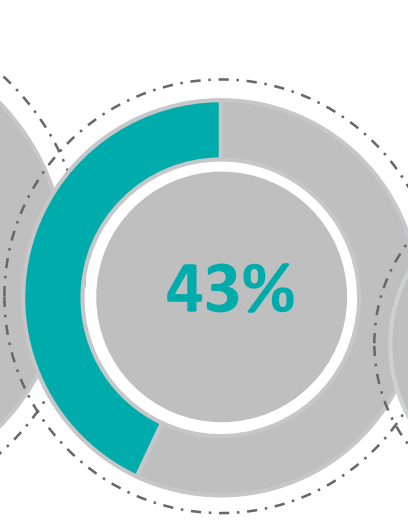


**MOBILE**

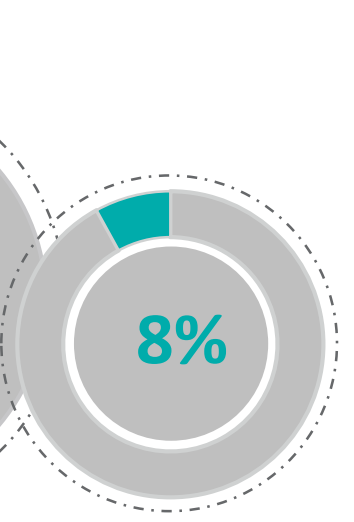
## METHODS USED TO PURCHASE ONLINE P3M



**FROM A MARKETPLACE  
SUCH AS EBAY, TMALL  
ETC.**



**DIRECTLY FROM A  
RETAILER'S WEBSITE**



**A 3RD PARTY APP  
BASED DELIVERY  
SERVICE (THAT OFFERS  
PRODUCTS OR ITEMS  
FROM MULTIPLE  
SOURCES)**

Base: All Respondents, n=500

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

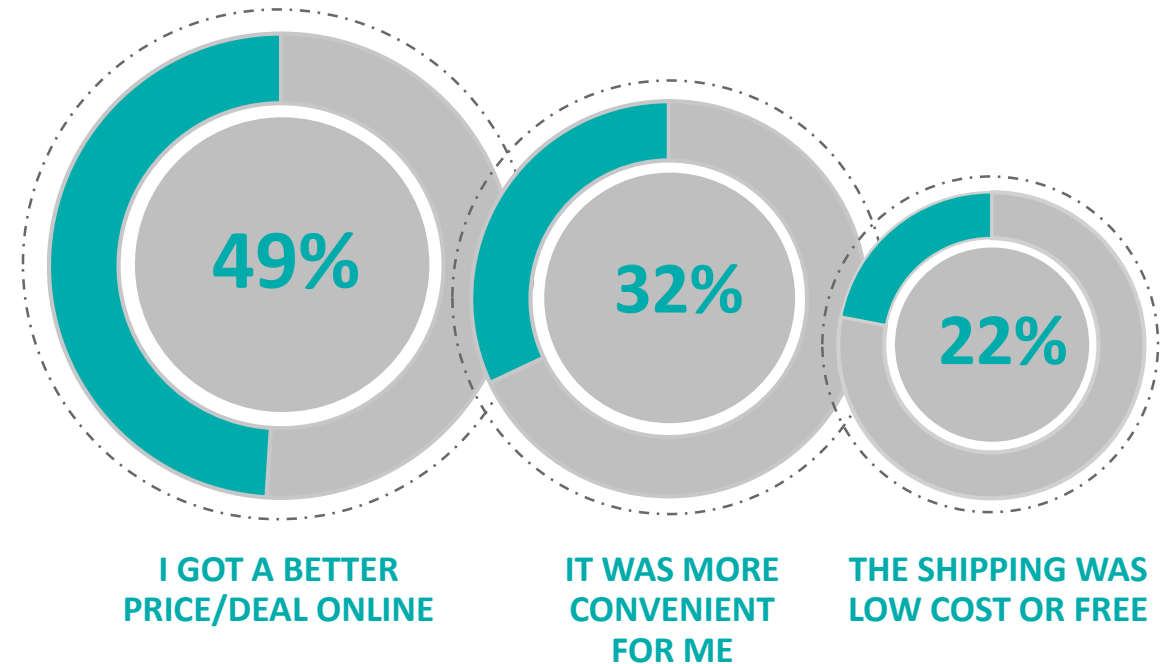




## TOP 10 CATEGORIES PURCHASED ONLINE

Books (electronic or paper) or magazine subscriptions	29
Clothing, accessories & shoes	27
Health supplements & over the counter medicines	17
Entertainment	16
Home electrical appliances	15
Travel/tours/hotel reservations	15
Everyday grocery items – fresh food	14
Toys & games	14
Everyday grocery items – shelf stable products	14
Confectionary/chocolate/gum	12

## TOP 3 REASONS FOR BUYING ONLINE



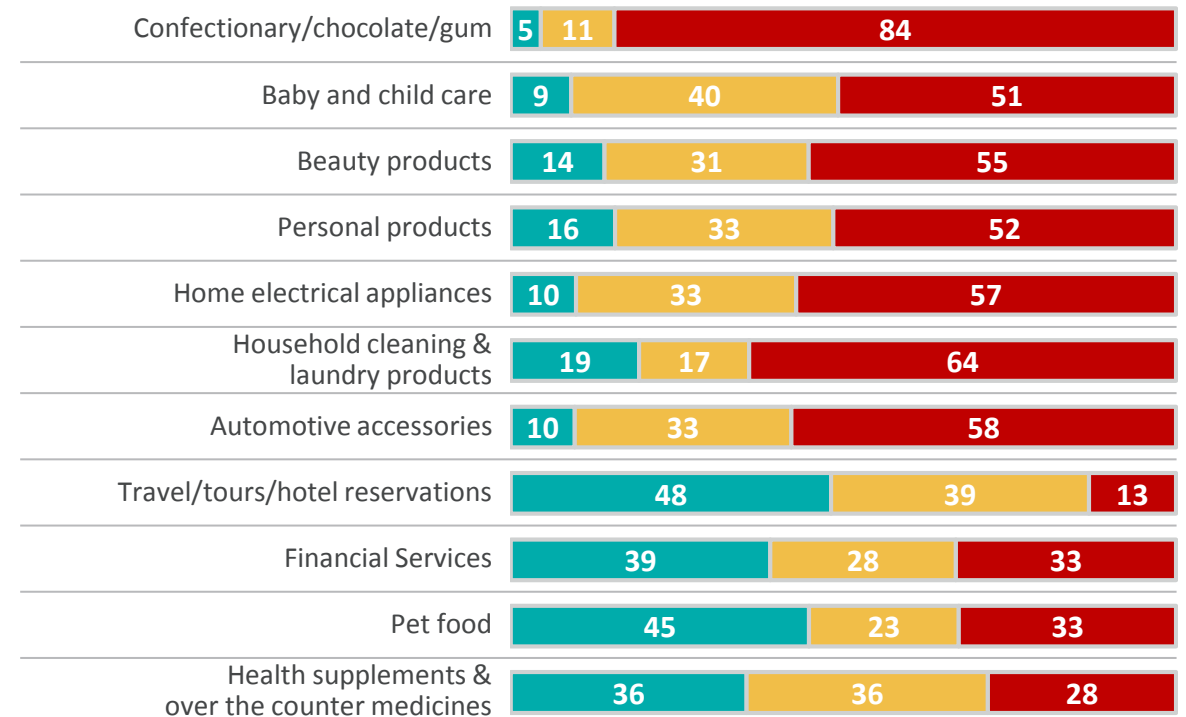
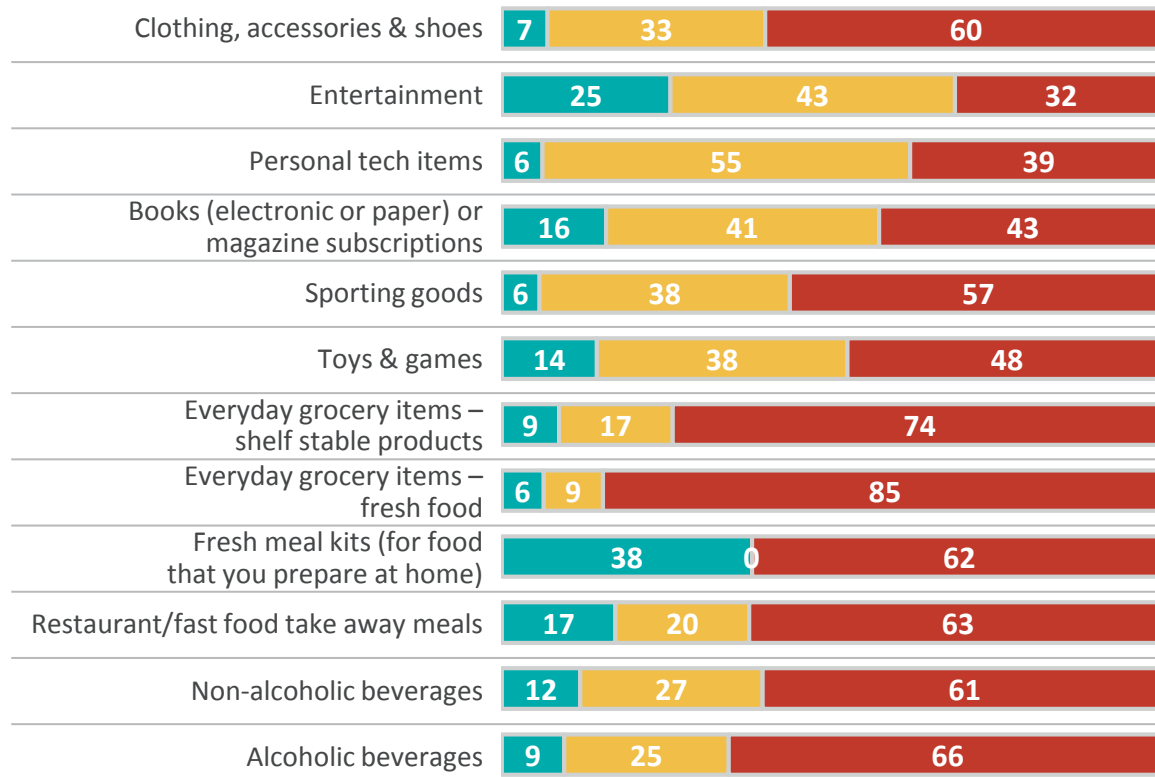
Base: All Respondents, n=500

Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?



## FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=6 to n=145

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

■ Exclusively/almost exclusively buy online  
■ Mostly buy online  
■ Occasionally buy online

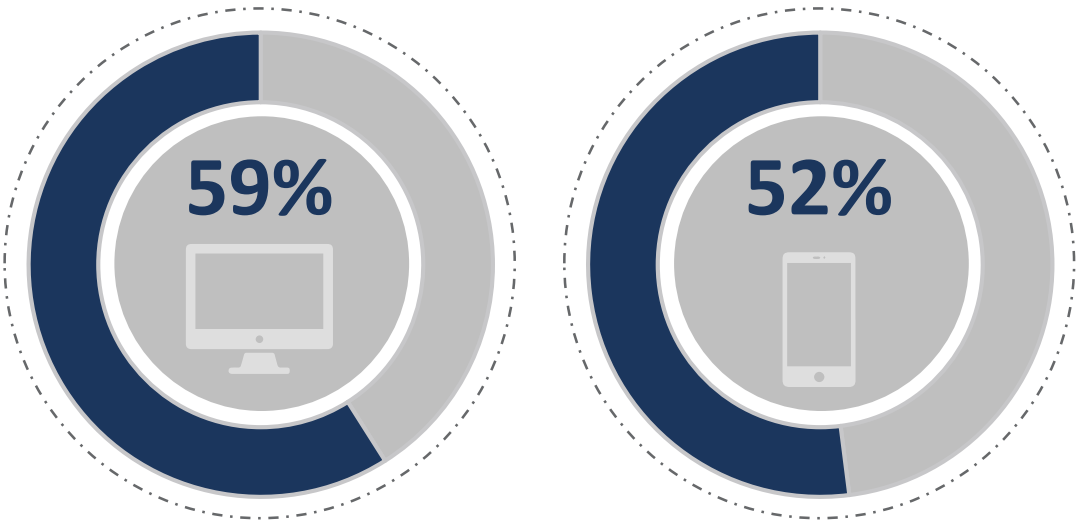


# MEXICO

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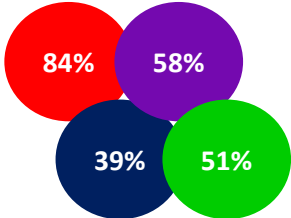
# Mexican either use computer or mobile to purchase online

## DEVICES USED TO PURCHASE ONLINE P3M

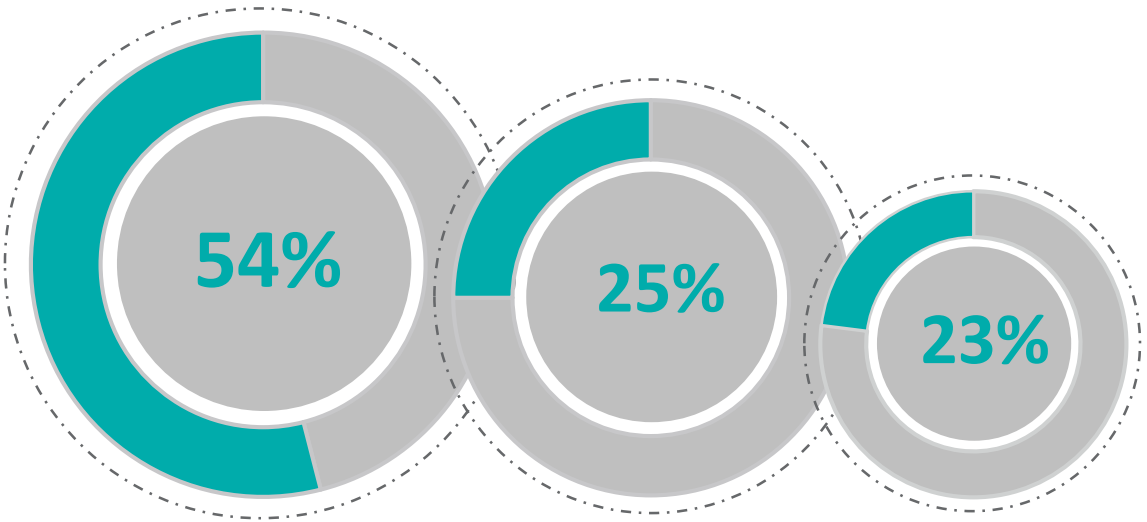


COMPUTER/  
LAPTOP

MOBILE



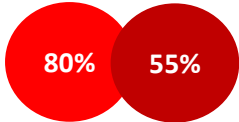
## METHODS USED TO PURCHASE ONLINE P3M



DIRECTLY FROM A  
RETAILER'S WEBSITE

FROM A  
MARKETPLACE  
SUCH AS EBAY,  
TMALL ETC.

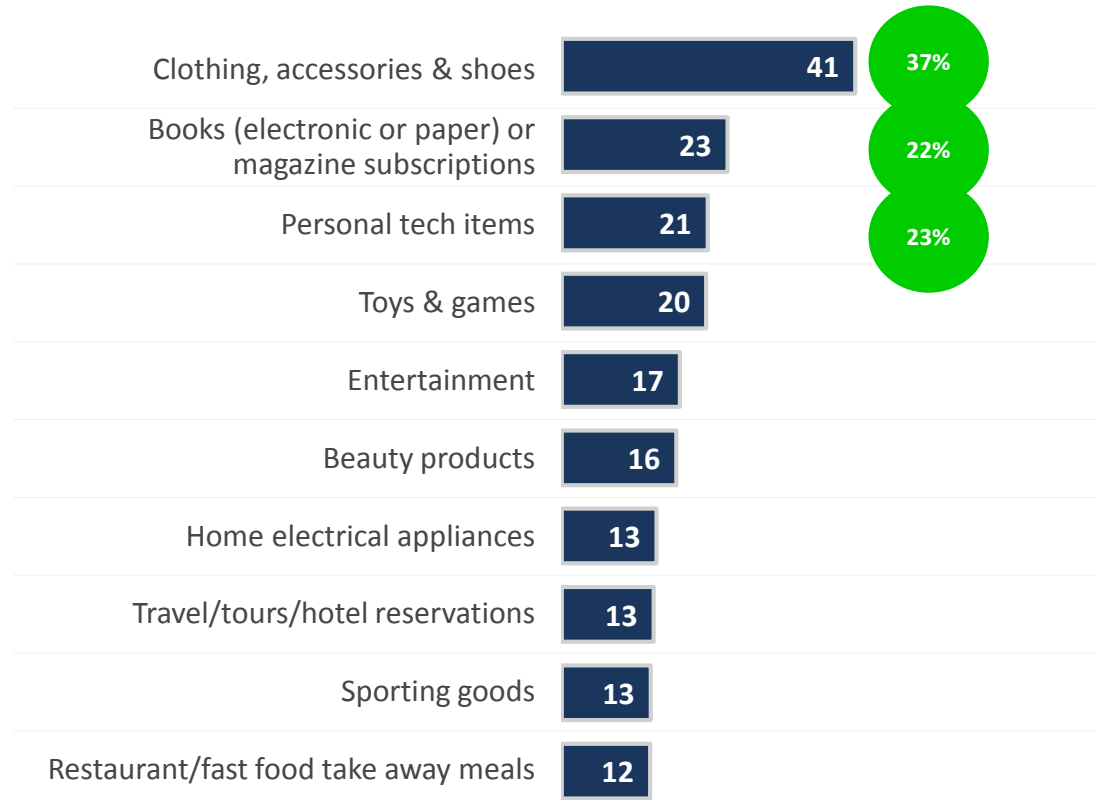
DIRECTLY FROM A  
RETAILER'S APP



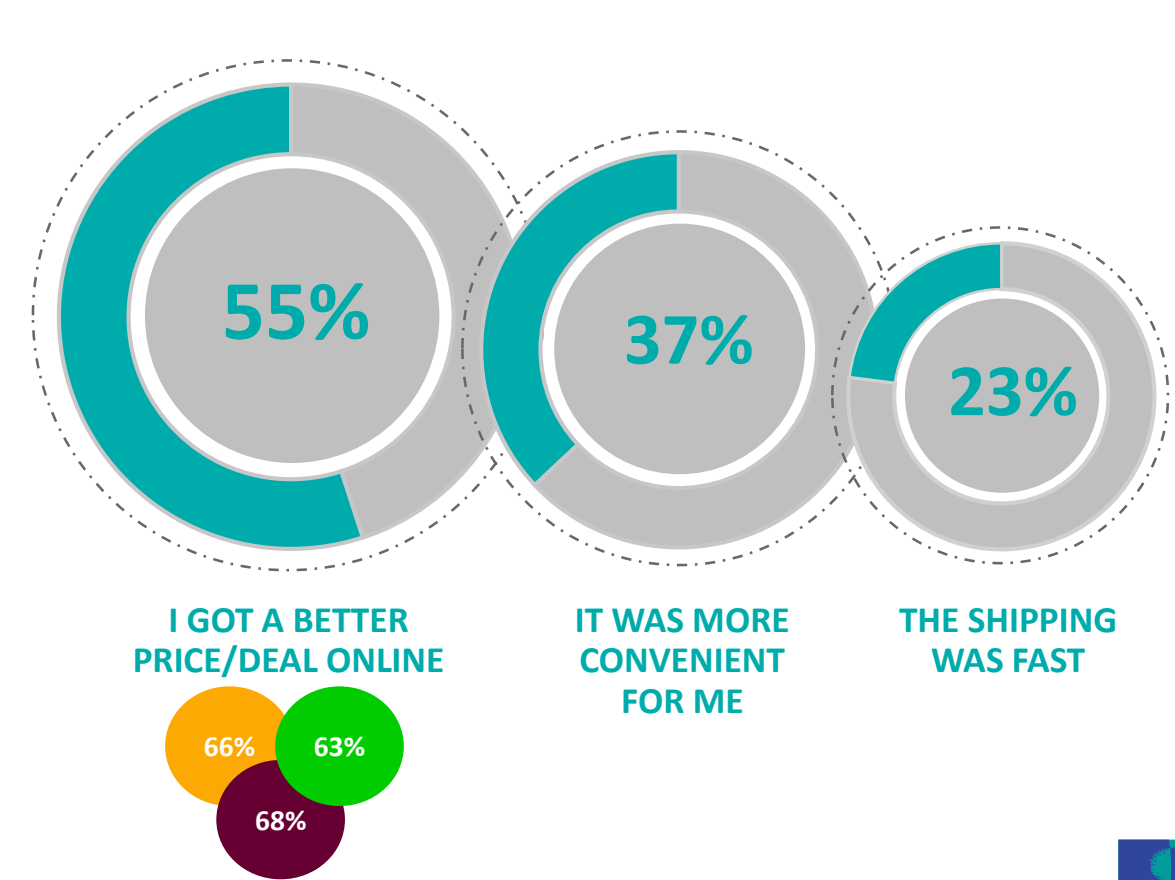
# “Clothing, accesories & shoes” is the highest penetrated category purchase online in Mexico. More than a third of Mexican are purchasing online because it’s more convenient



## TOP 10 CATEGORIES PURCHASED ONLINE



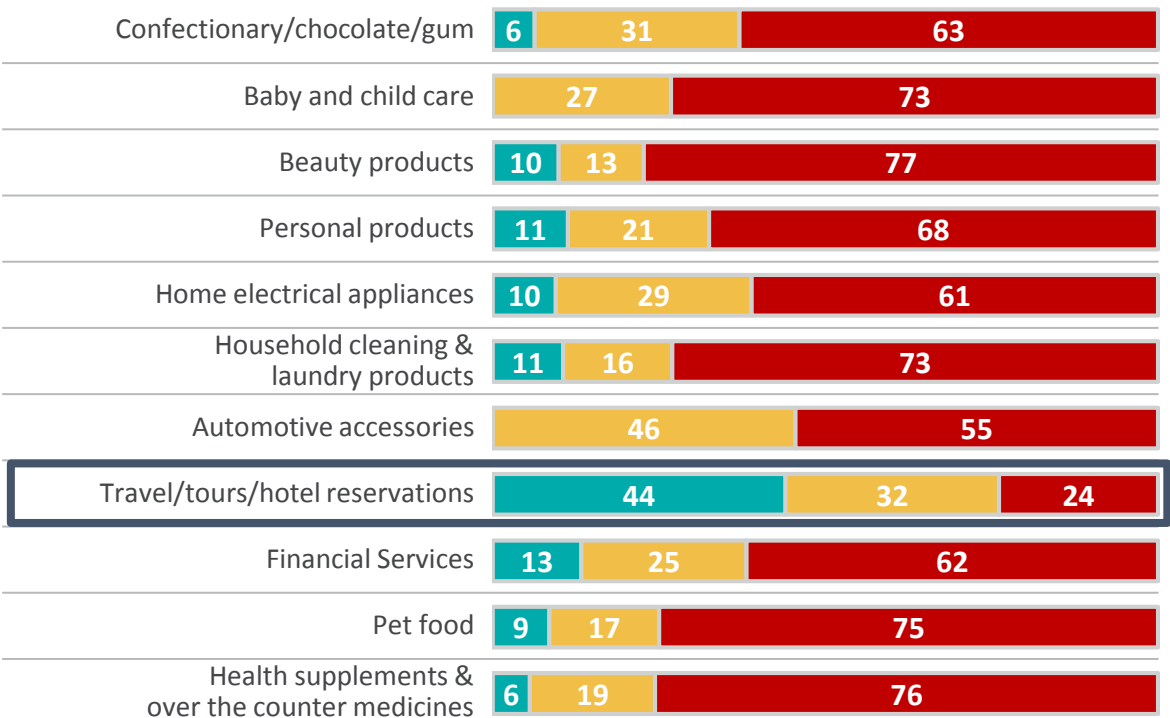
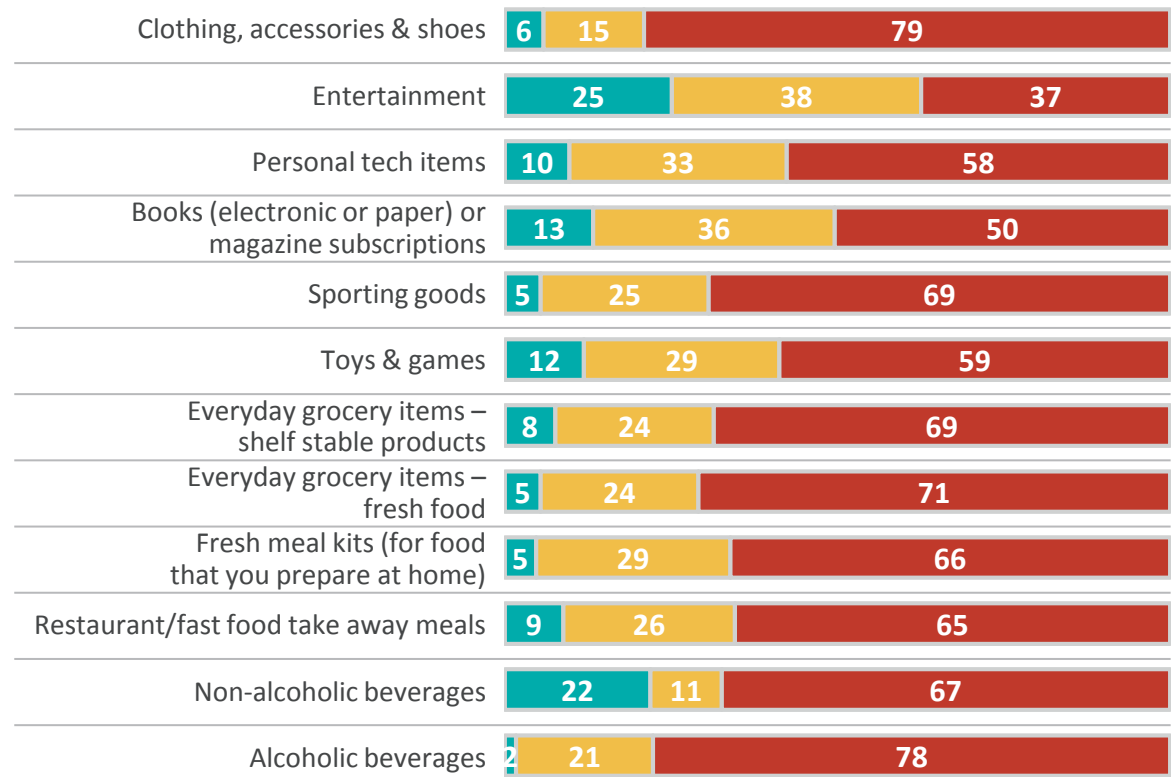
## TOP 3 REASONS FOR BUYING ONLINE






Base: All Respondents, n=500  
Q3. Which of the following have you purchased online in the last 6 months?  
Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?  
● Brazil ● South Korea ● India

# “Travel reservations” is the most frequently purchased category online in Mexico way ahead the other categories

## FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



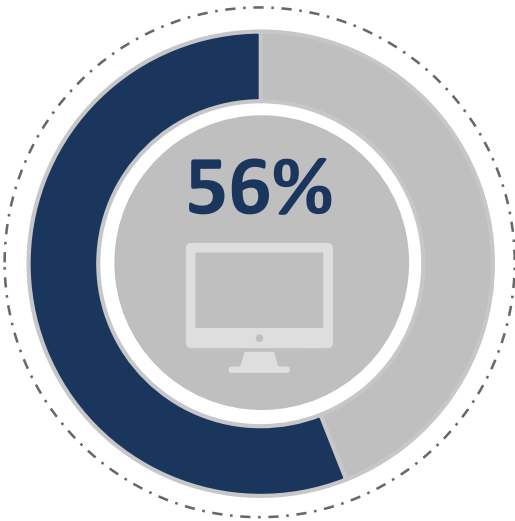
Base: Per category, range from n=17 to n=206  
 Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

 Exclusively/almost exclusively buy online  
 Mostly buy online  
 Occasionally buy online

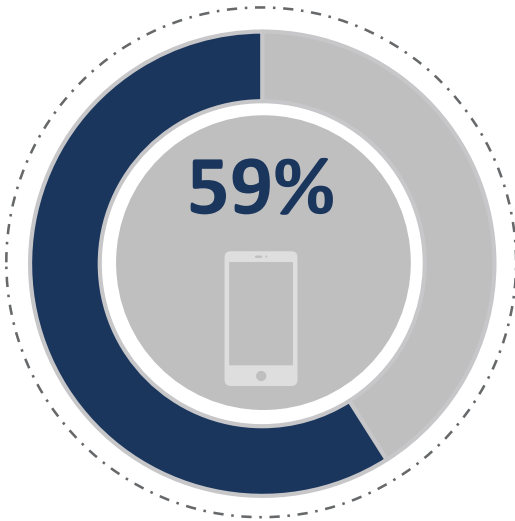


PERU

DEVICES USED TO PURCHASE ONLINE P3M

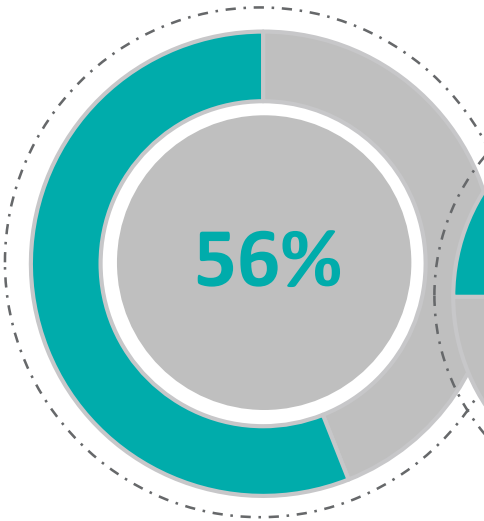


COMPUTER/  
LAPTOP

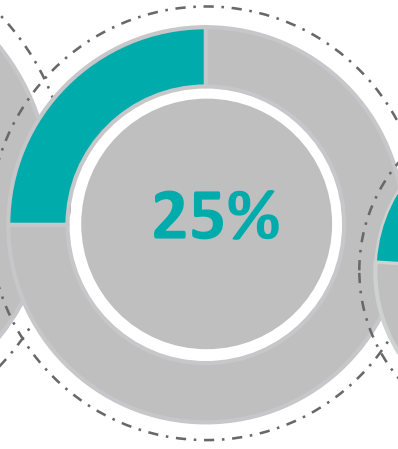


MOBILE

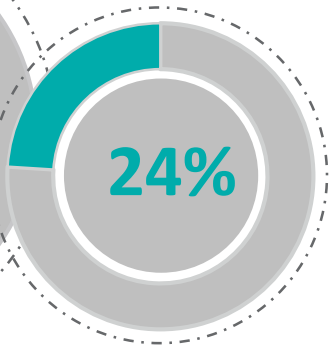
METHODS USED TO PURCHASE ONLINE P3M



DIRECTLY FROM A  
RETAILER'S WEBSITE



FROM A  
MARKETPLACE  
SUCH AS EBAY,  
TMALL ETC.



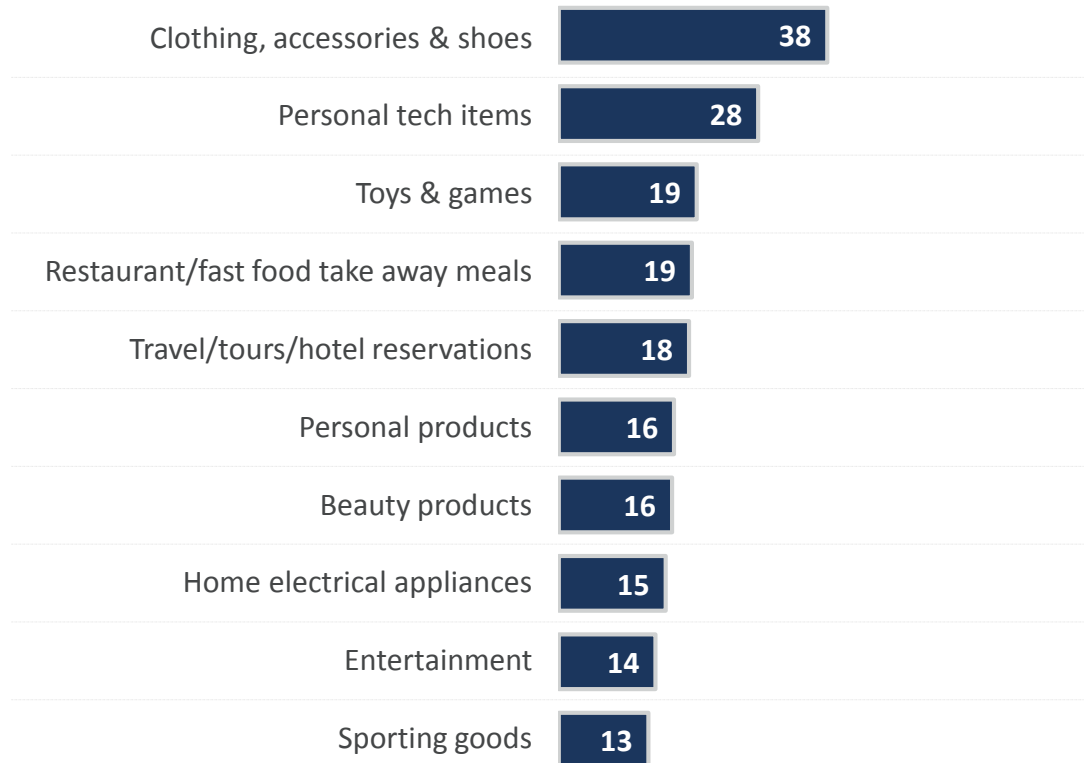
DIRECTLY FROM A  
RETAILER'S APP

Base: All Respondents, n=500  
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?  
Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

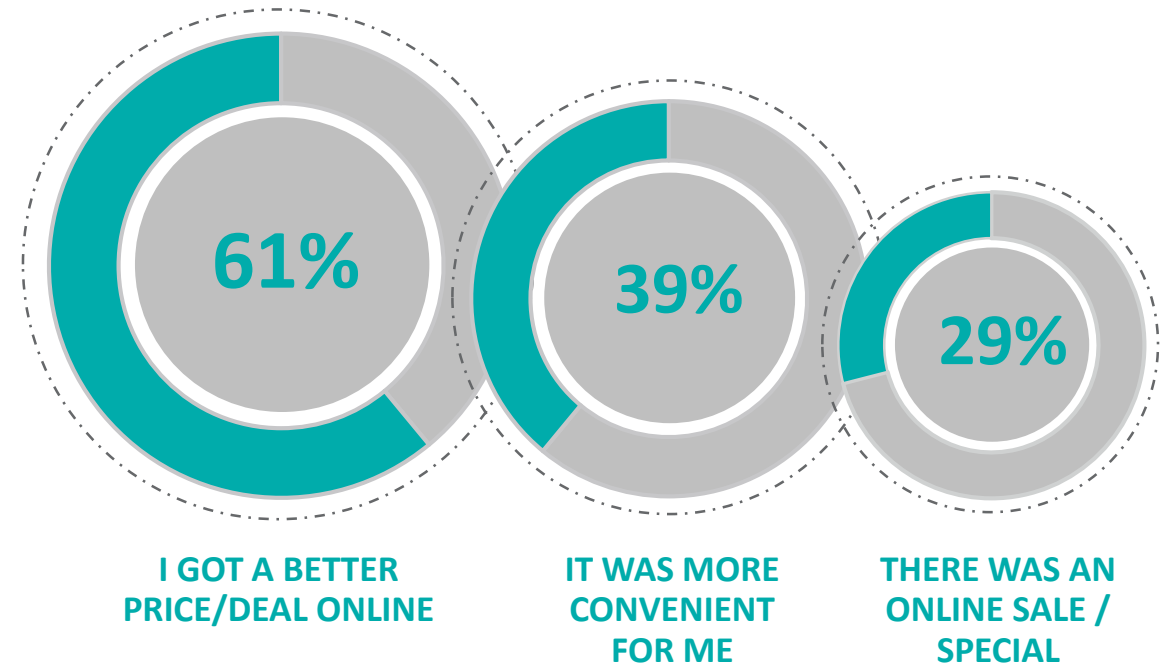




## TOP 10 CATEGORIES PURCHASED ONLINE



## TOP 3 REASONS FOR BUYING ONLINE



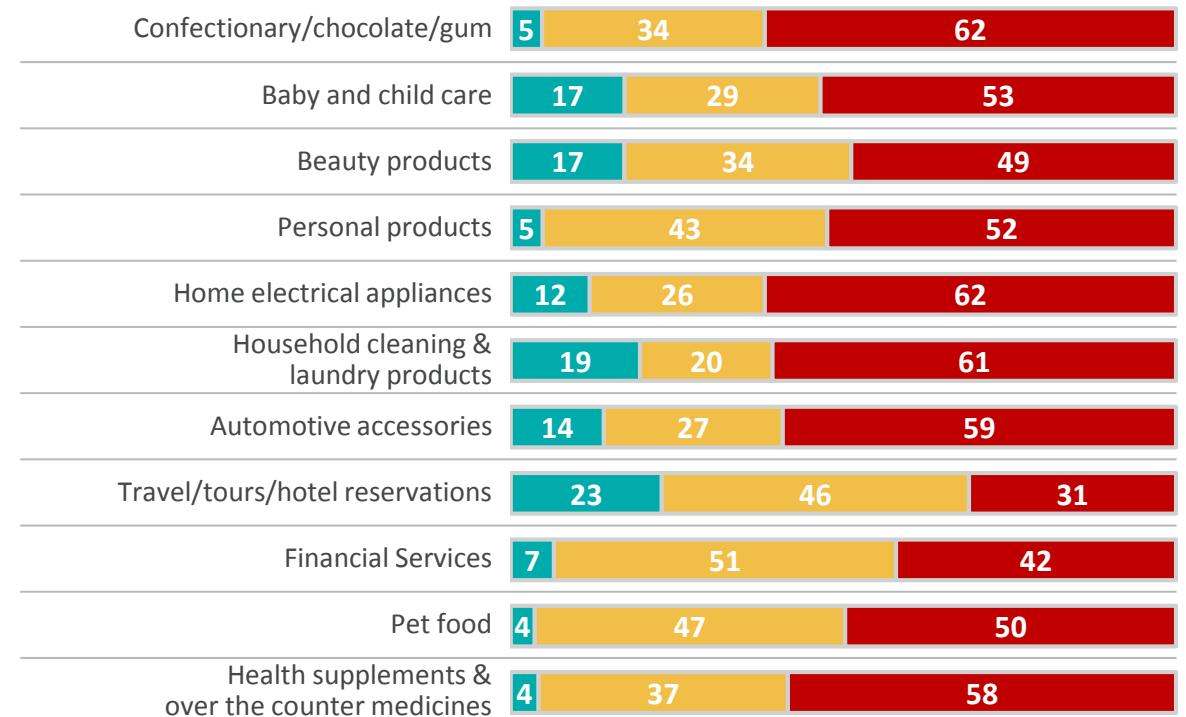
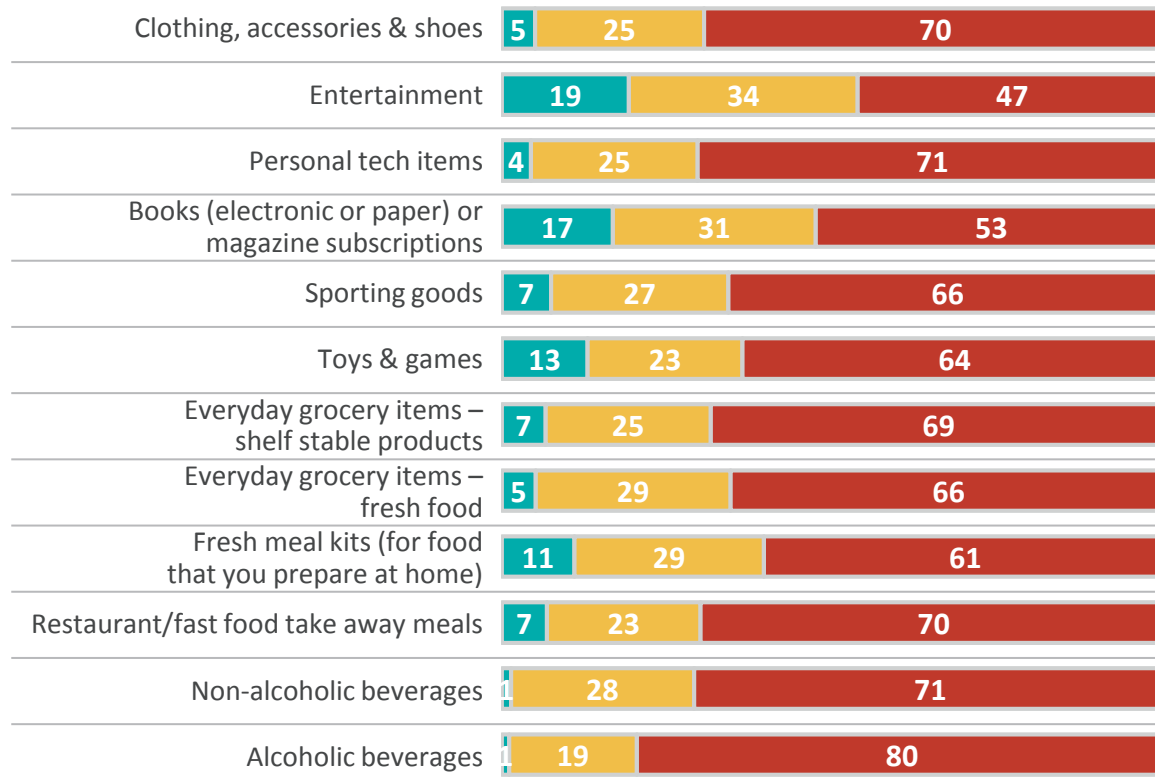
Base: All Respondents, n=500

Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?



## FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=9 to n=189

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

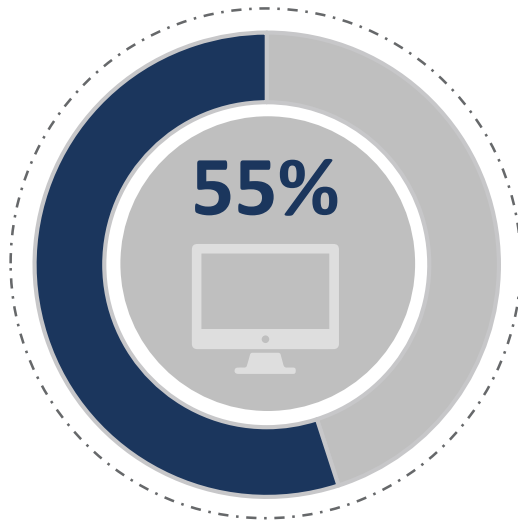
■ Exclusively/almost exclusively buy online  
■ Mostly buy online  
■ Occasionally buy online



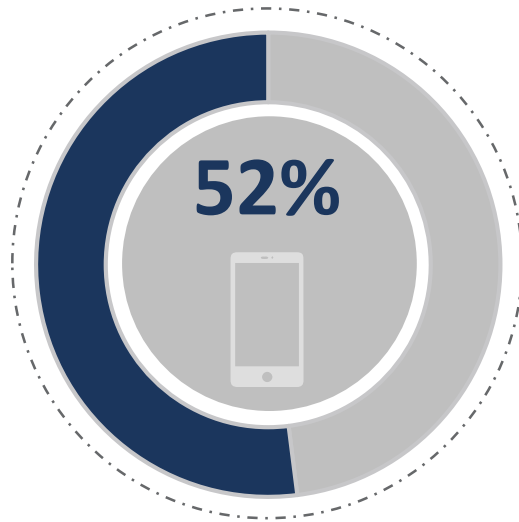
**POLAND**



## DEVICES USED TO PURCHASE ONLINE P3M

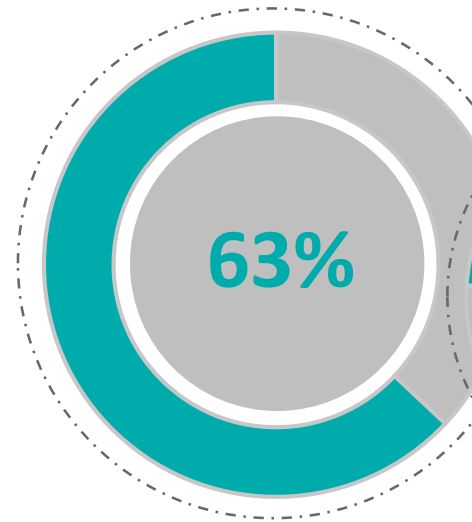


**COMPUTER/  
LAPTOP**

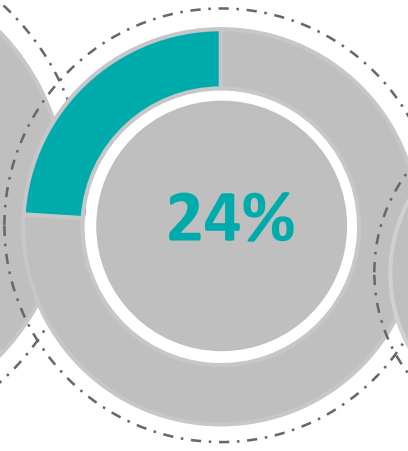


**MOBILE**

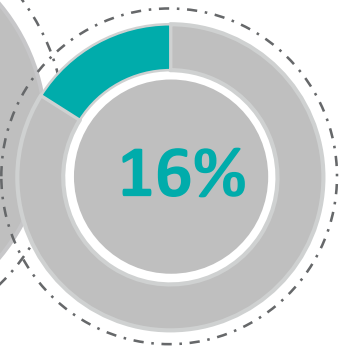
## METHODS USED TO PURCHASE ONLINE P3M



**DIRECTLY FROM A  
RETAILER'S WEBSITE**



**FROM A  
MARKETPLACE  
SUCH AS EBAY,  
TMALL ETC.**



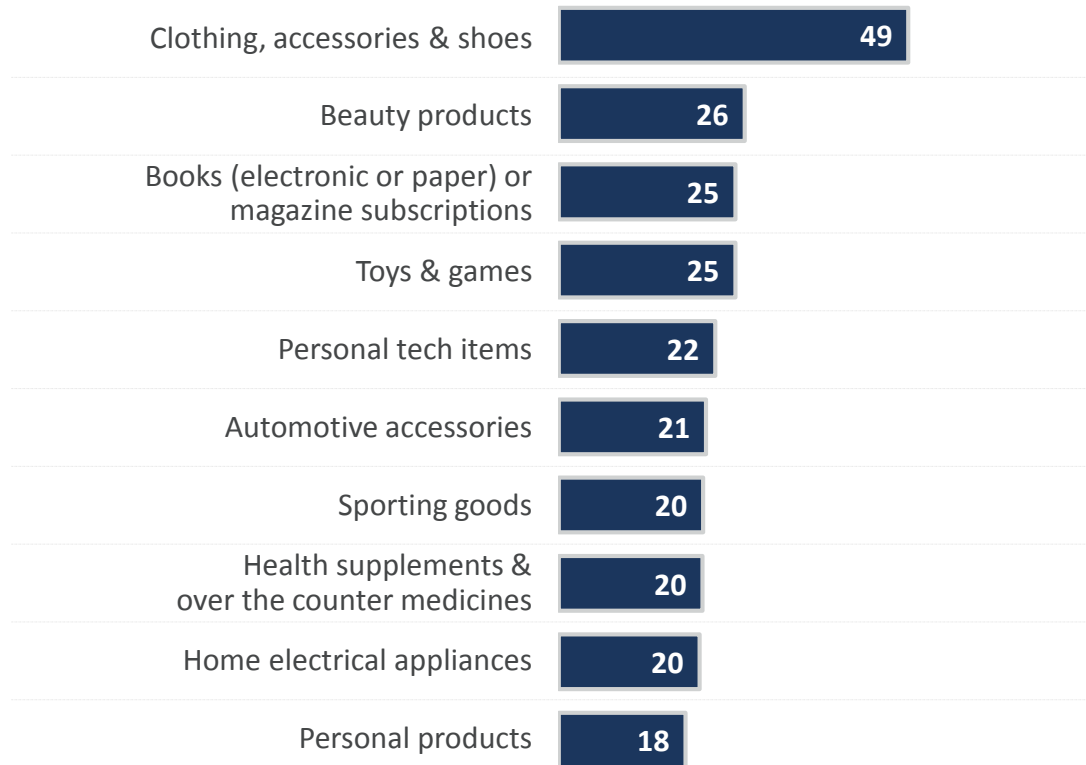
**DIRECTLY FROM A  
RETAILER'S APP**

Base: All Respondents, n=500

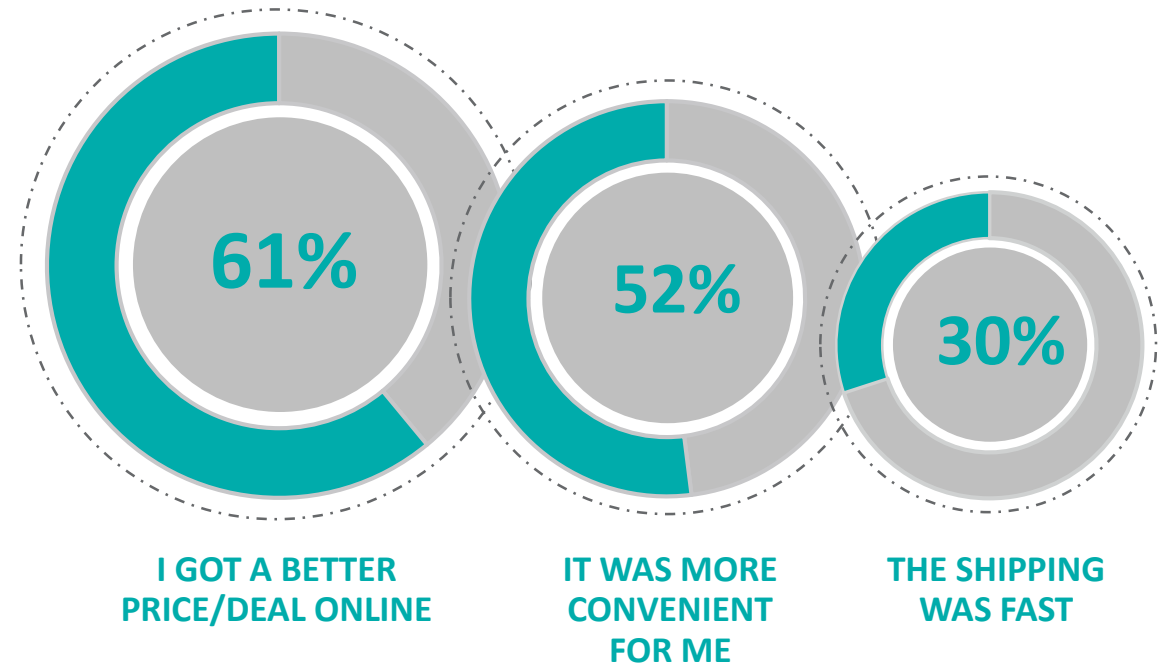
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

## TOP 10 CATEGORIES PURCHASED ONLINE



## TOP 3 REASONS FOR BUYING ONLINE



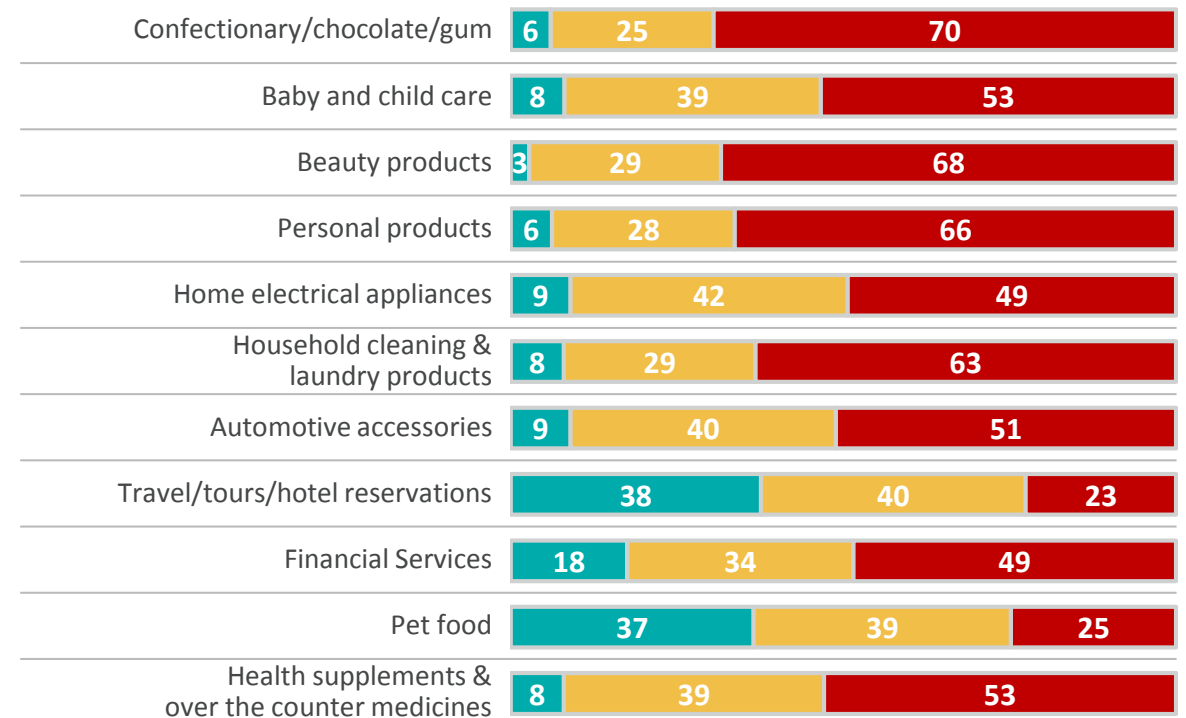
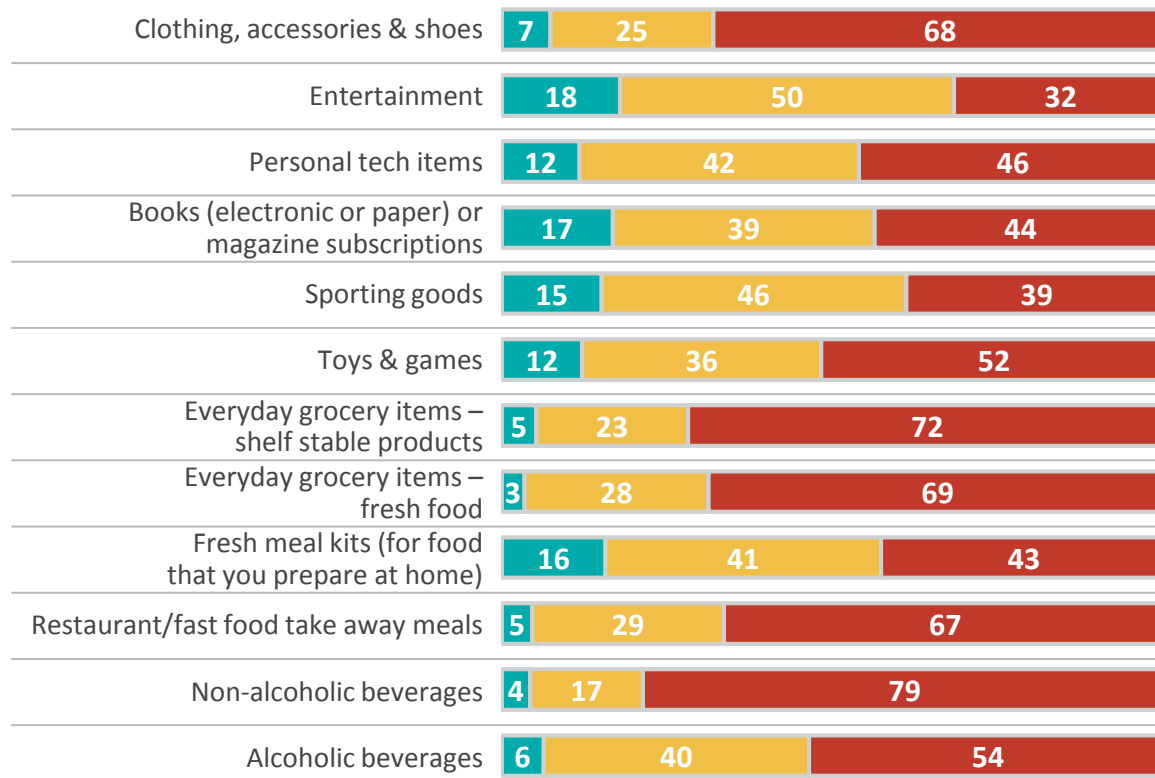
Base: All Respondents, n=500

Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?



## FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=19 to n=245

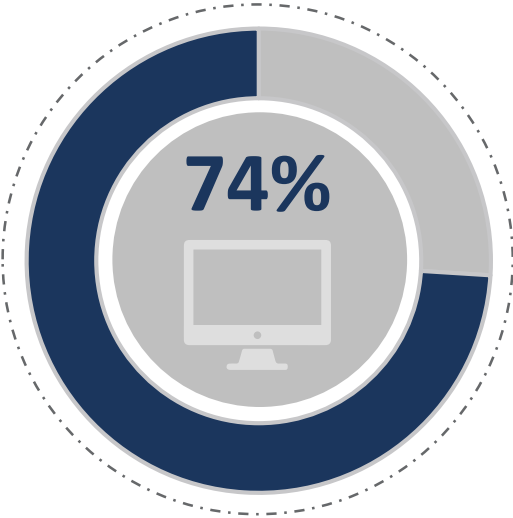
Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

■ Exclusively/almost exclusively buy online  
■ Mostly buy online  
■ Occasionally buy online

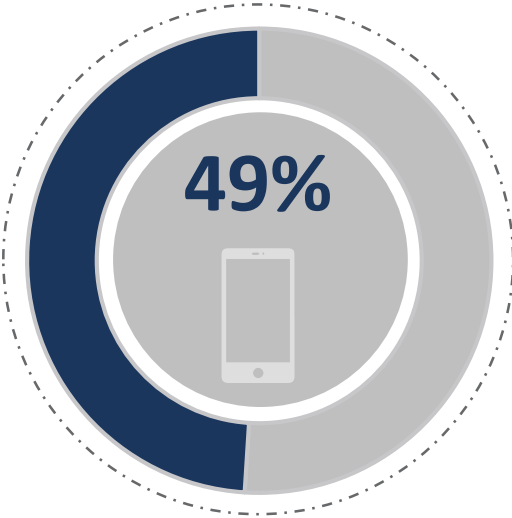


**RUSSIA**

DEVICES USED TO PURCHASE ONLINE P3M

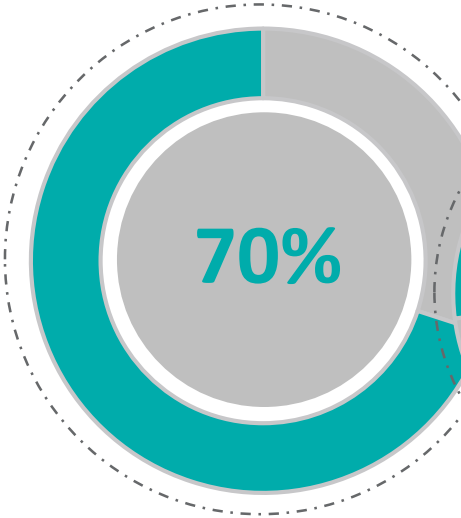


COMPUTER/  
LAPTOP

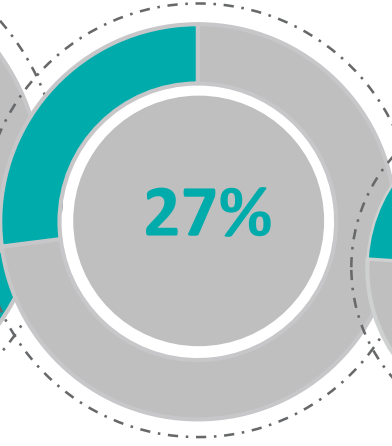


MOBILE

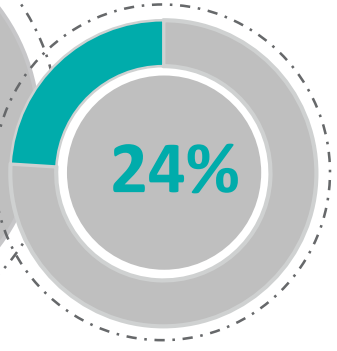
METHODS USED TO PURCHASE ONLINE P3M



DIRECTLY FROM A  
RETAILER'S WEBSITE



FROM A  
MARKETPLACE  
SUCH AS EBAY,  
TMALL ETC.

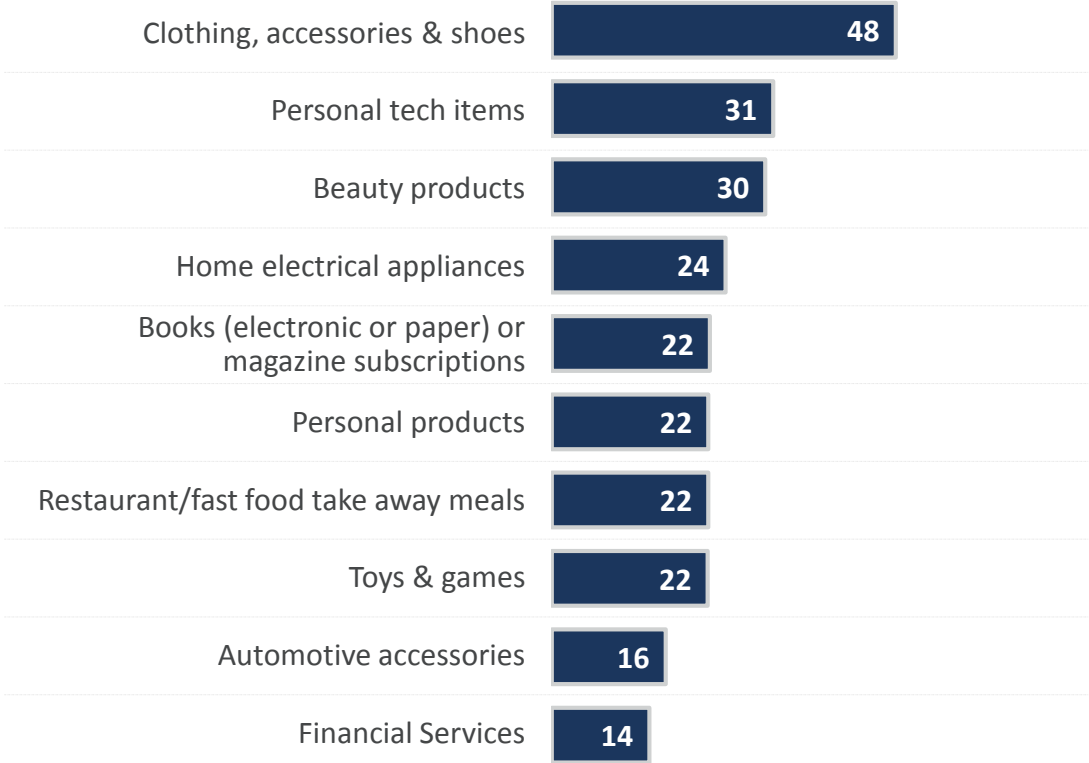


DIRECTLY FROM A  
RETAILER'S APP

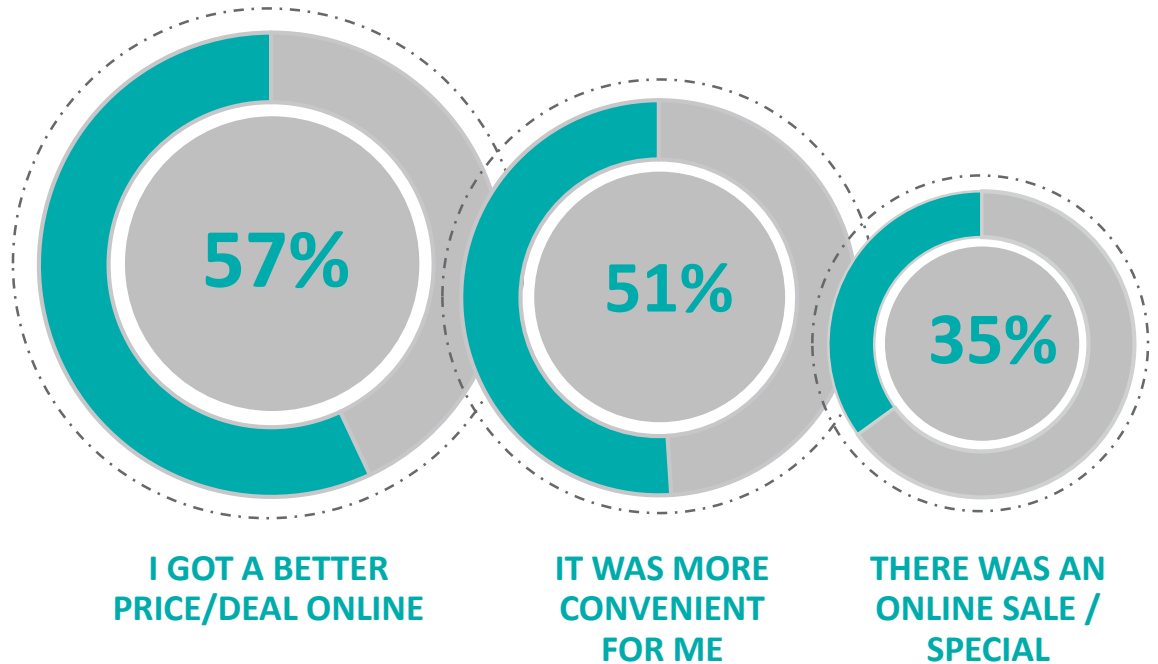
Base: All Respondents, n=500  
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?  
Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?



TOP 10 CATEGORIES PURCHASED ONLINE

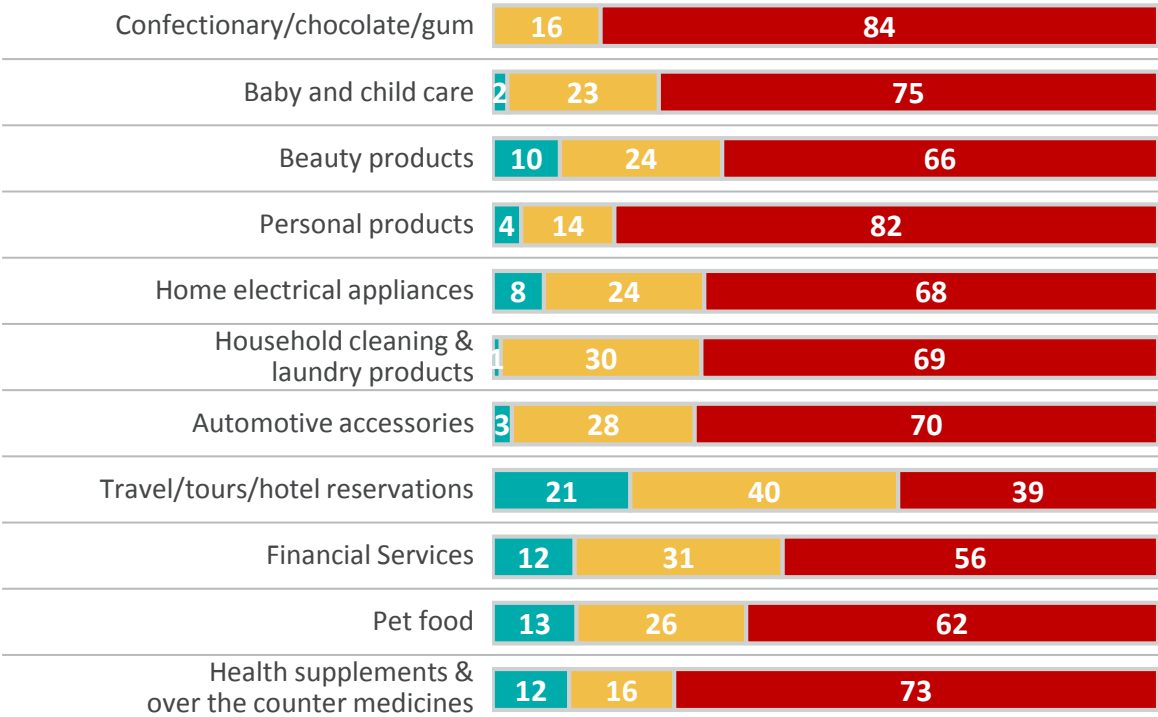
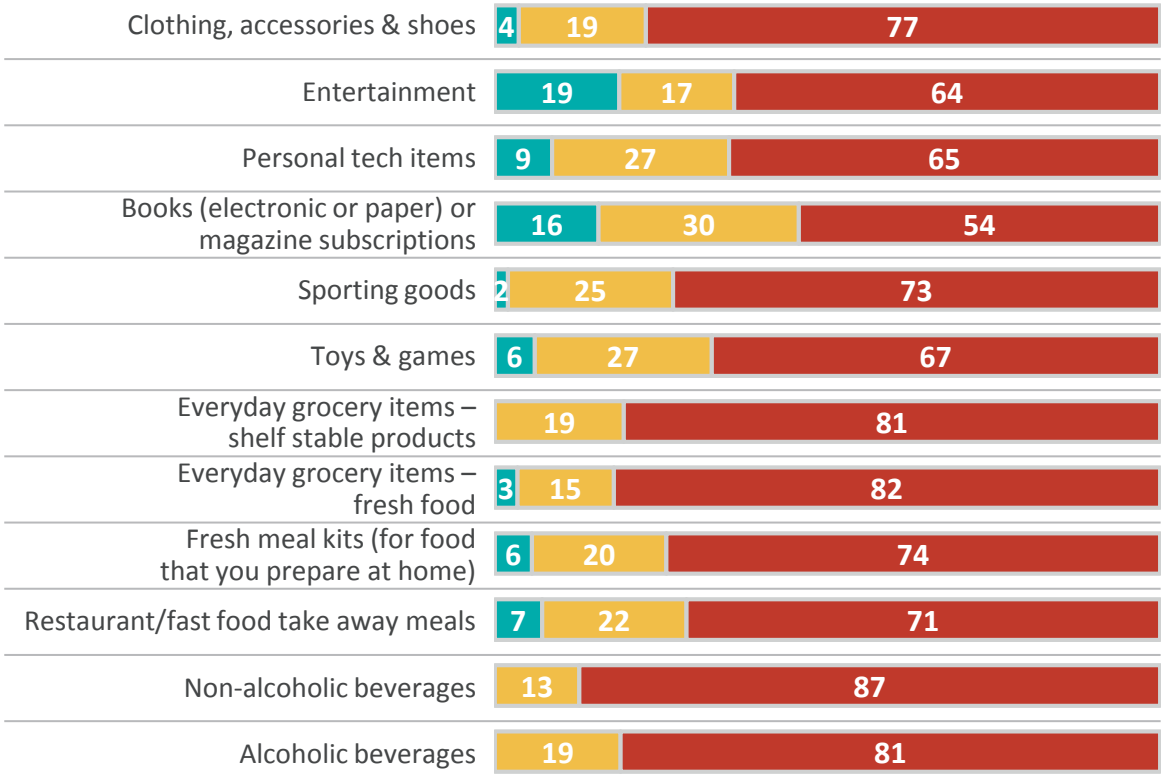


TOP 3 REASONS FOR BUYING ONLINE






Base: All Respondents, n=500  
Q3. Which of the following have you purchased online in the last 6 months?  
Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?

## FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=19 to n=241

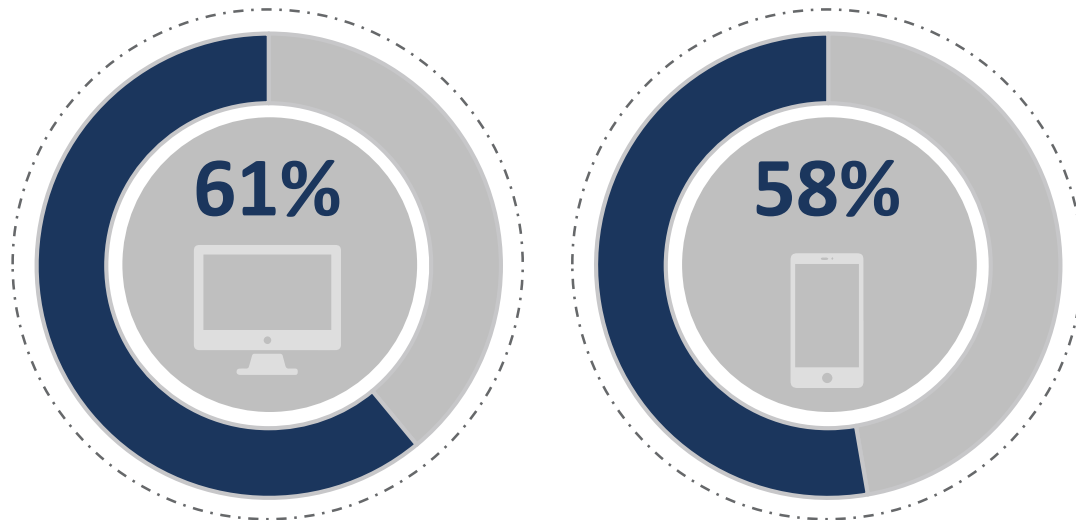
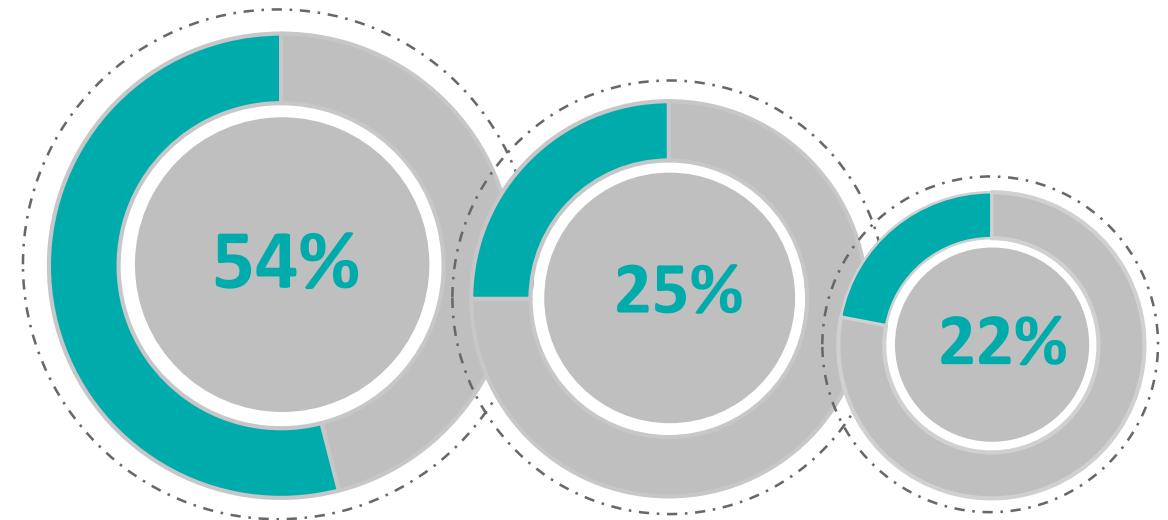
Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

 Exclusively/almost exclusively buy online  
 Mostly buy online  
 Occasionally buy online



# SOUTH AFRICA

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**DEVICES USED TO PURCHASE ONLINE P3M****COMPUTER/  
LAPTOP****MOBILE****METHODS USED TO PURCHASE ONLINE P3M****DIRECTLY FROM A  
RETAILER'S WEBSITE****DIRECTLY FROM A  
RETAILER'S APP****FROM A  
MARKETPLACE  
SUCH AS EBAY,  
TMALL ETC.**

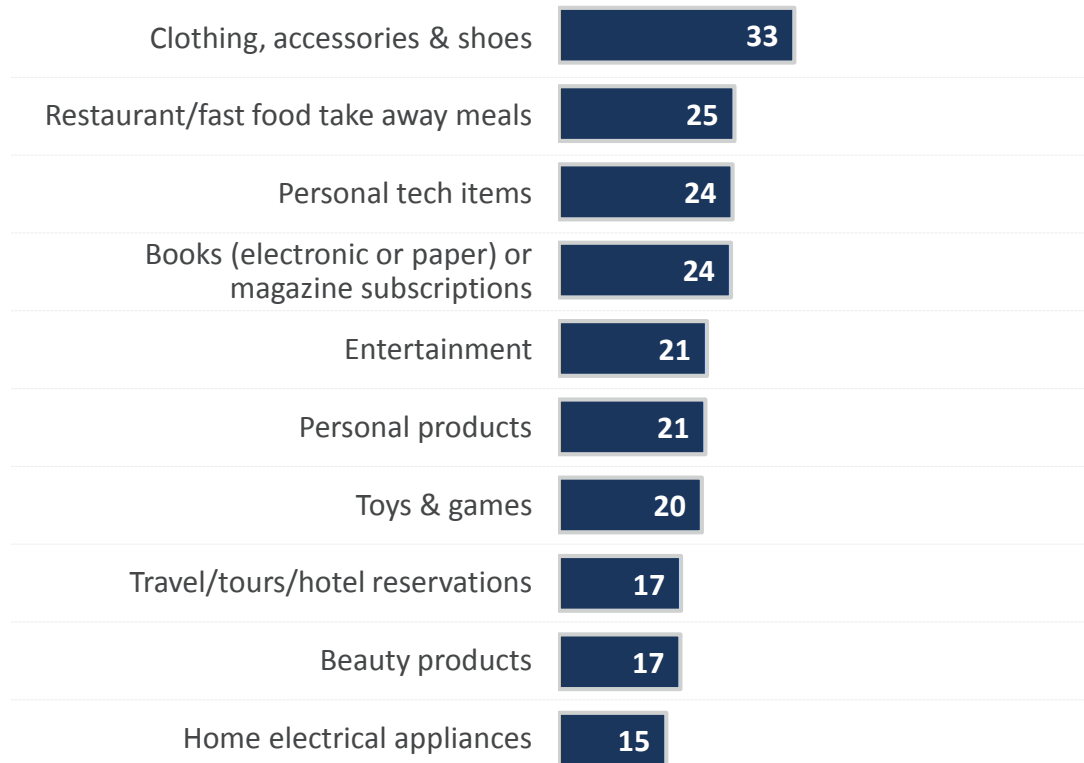
Base: All Respondents, n=500

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

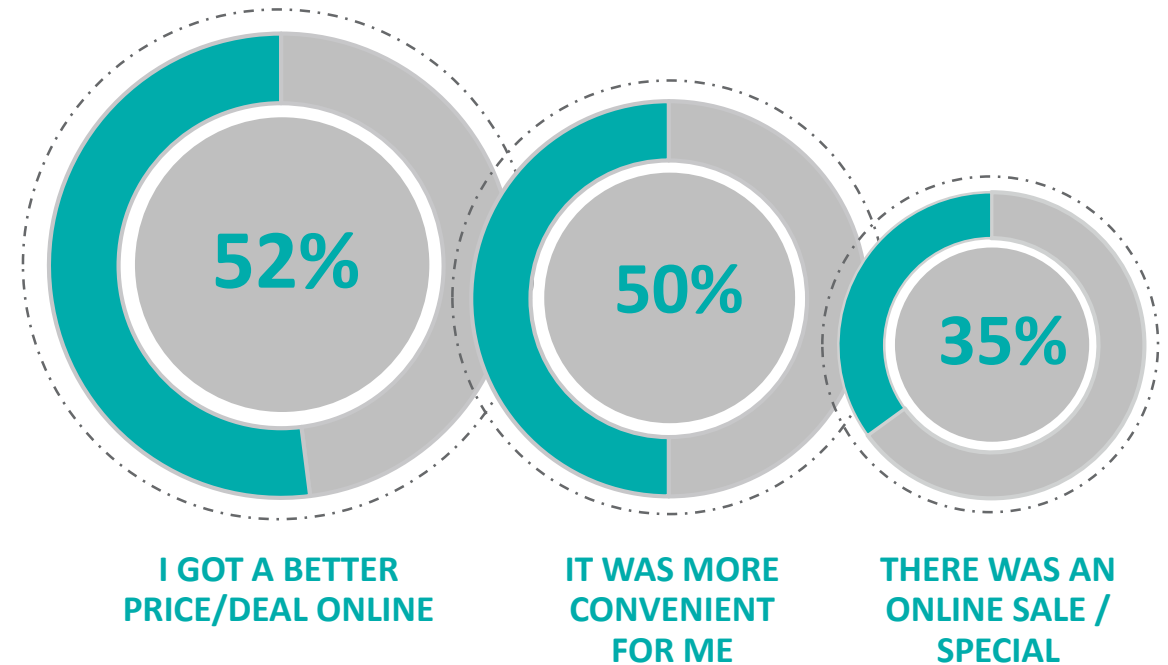
Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?



## TOP 10 CATEGORIES PURCHASED ONLINE



## TOP 3 REASONS FOR BUYING ONLINE



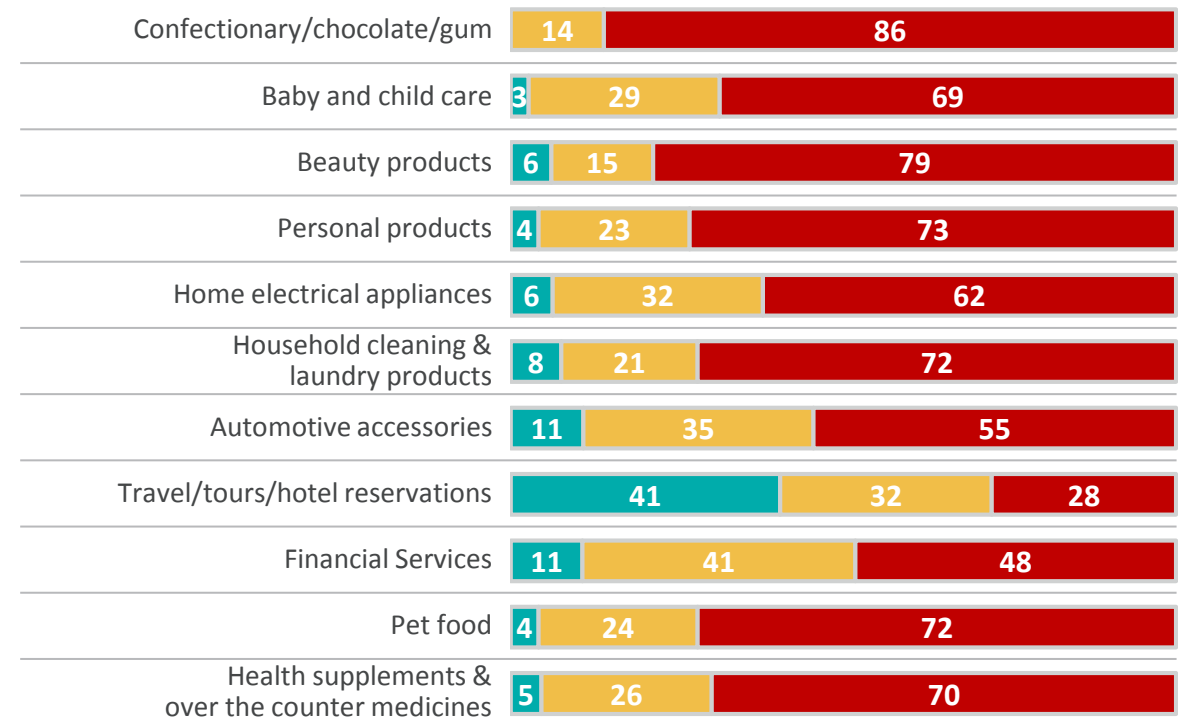
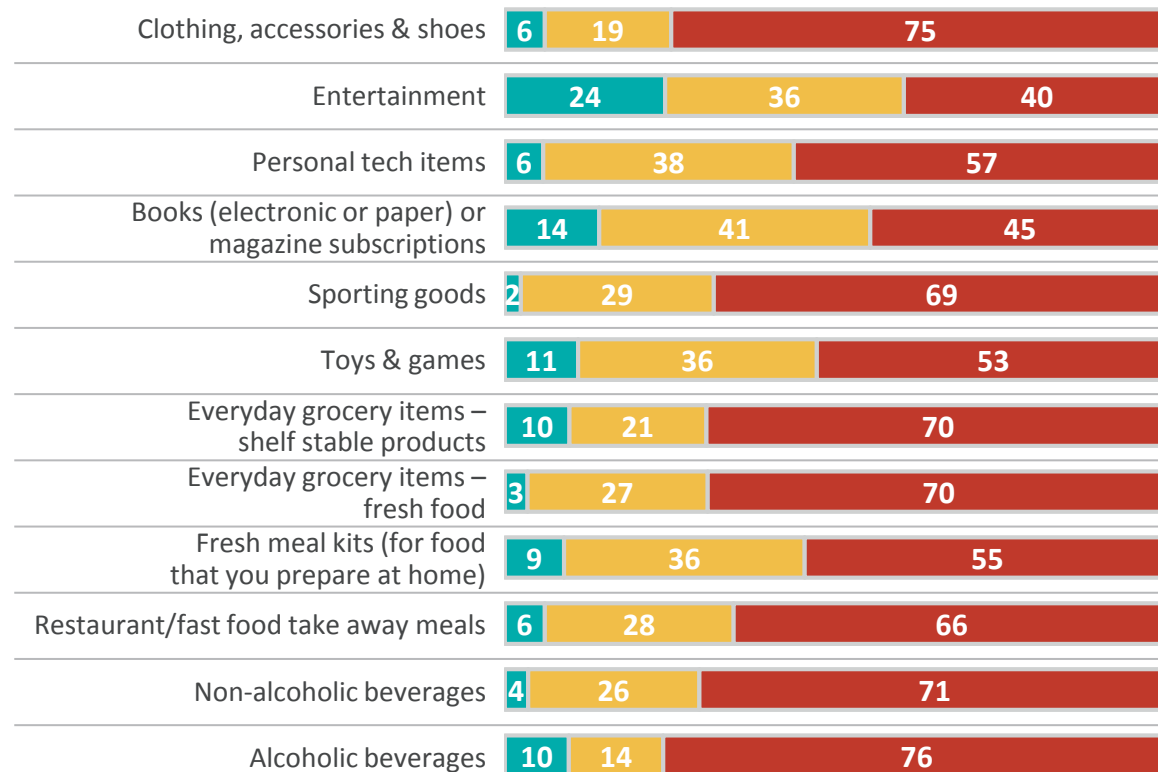
Base: All Respondents, n=500

Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?



## FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=17 to n=166

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

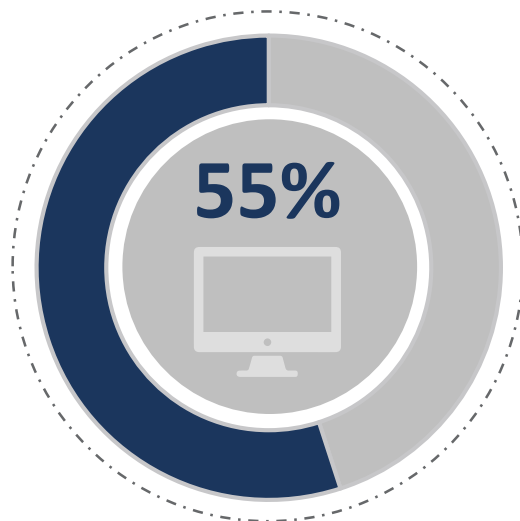
■ Exclusively/almost exclusively buy online  
■ Mostly buy online  
■ Occasionally buy online



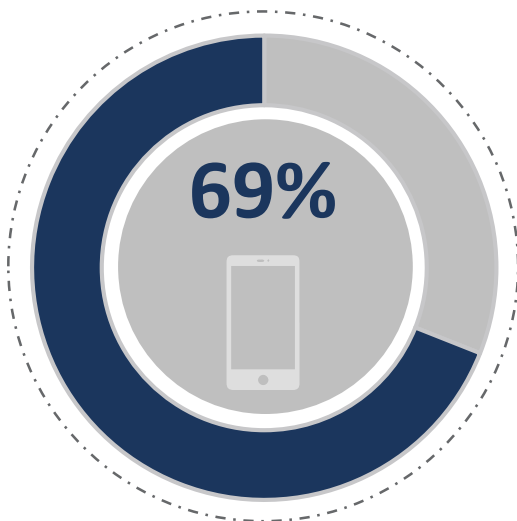
# SAUDI ARABIA



## DEVICES USED TO PURCHASE ONLINE P3M

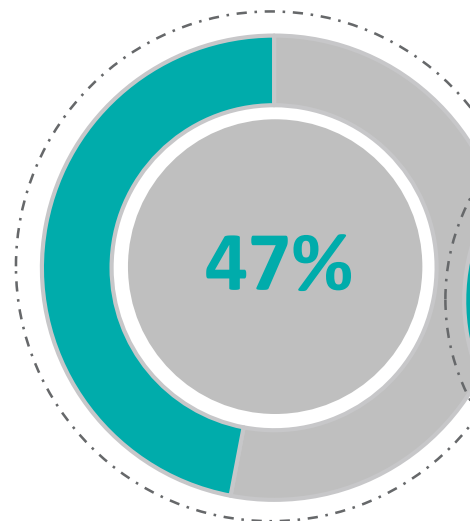


**COMPUTER/  
LAPTOP**

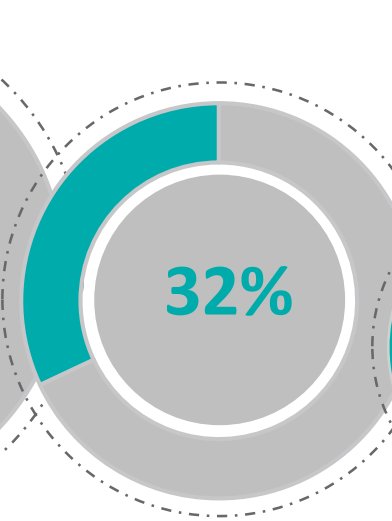


**MOBILE**

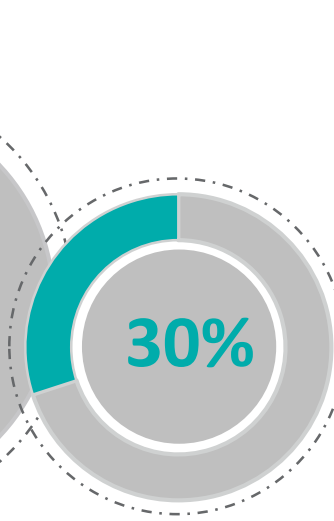
## METHODS USED TO PURCHASE ONLINE P3M



**DIRECTLY FROM A  
RETAILER'S WEBSITE**



**FROM A  
MARKETPLACE  
SUCH AS EBAY,  
TMALL ETC.**



**DIRECTLY FROM A  
RETAILER'S APP**

Base: All Respondents, n=500

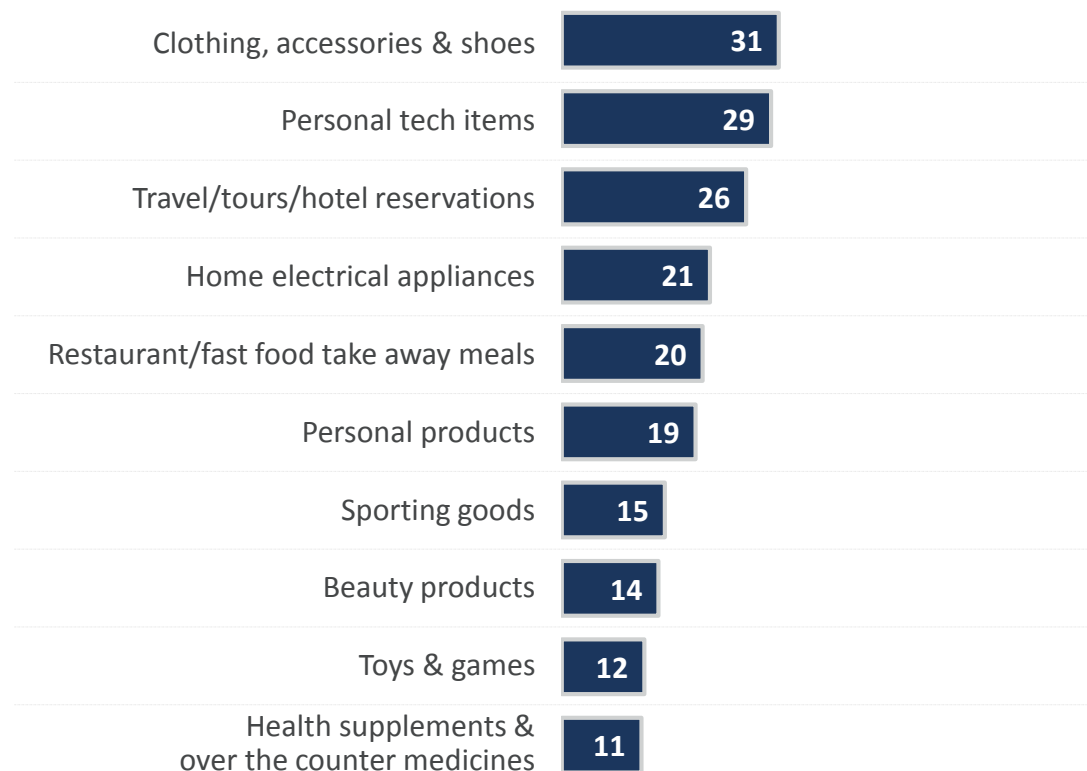
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?





## TOP 10 CATEGORIES PURCHASED ONLINE



## TOP 3 REASONS FOR BUYING ONLINE



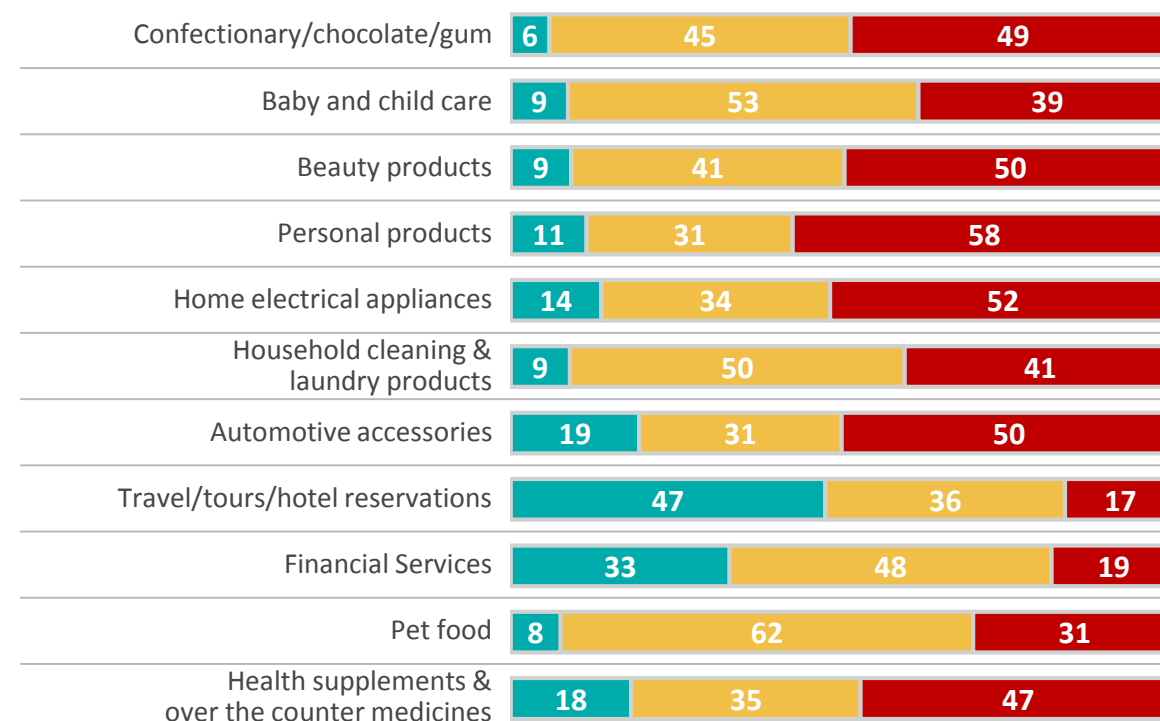
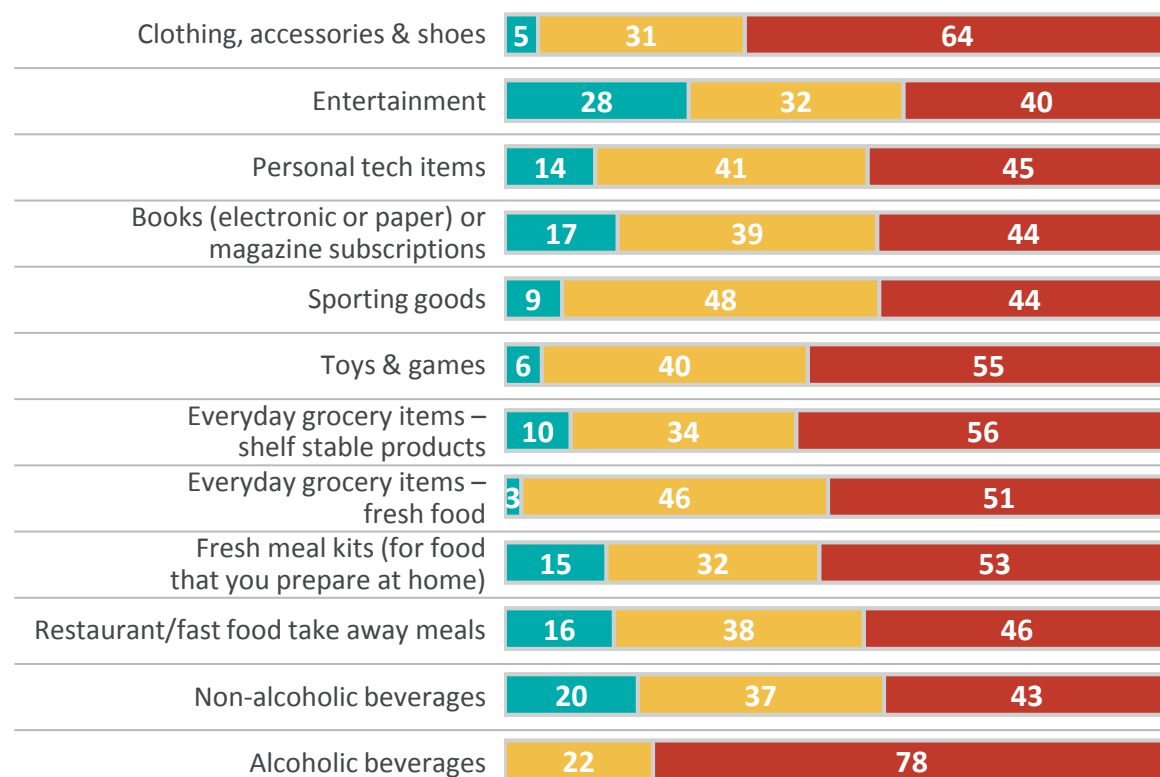
Base: All Respondents, n=500

Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?



## FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=9 to n=153

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

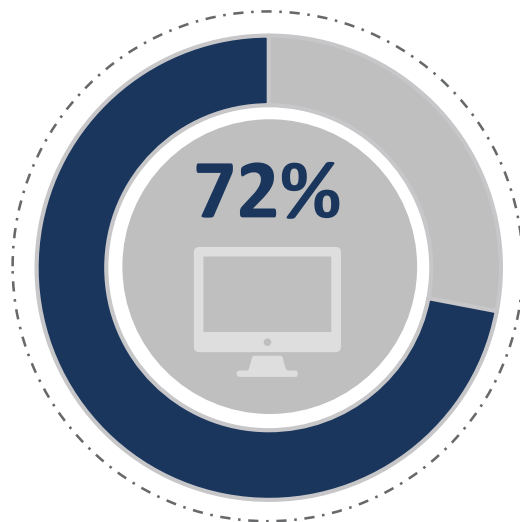
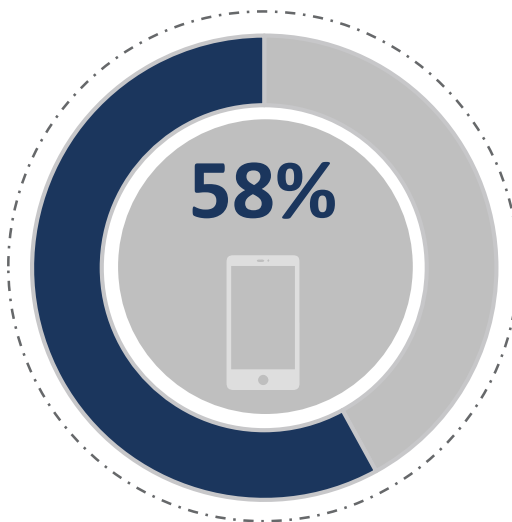
■ Exclusively/almost exclusively buy online  
■ Mostly buy online  
■ Occasionally buy online



# SOUTH KOREA

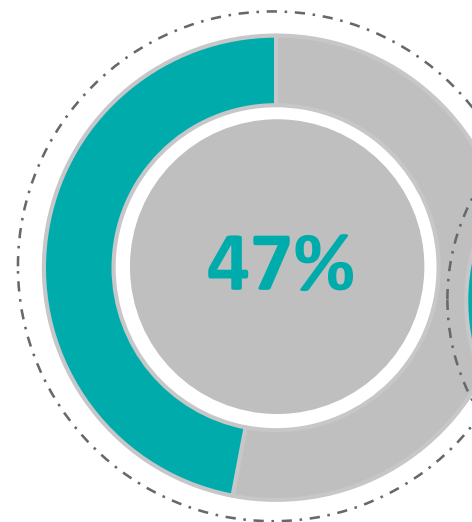
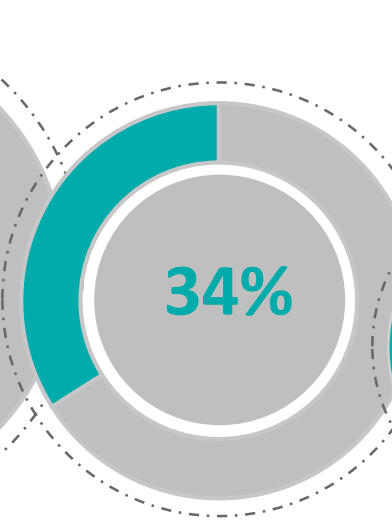
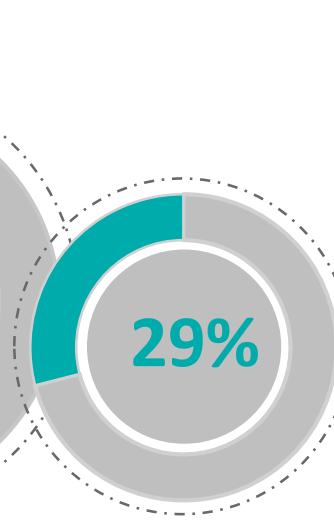


## DEVICES USED TO PURCHASE ONLINE P3M

COMPUTER/  
LAPTOP

MOBILE

## METHODS USED TO PURCHASE ONLINE P3M

DIRECTLY FROM A  
RETAILER'S WEBSITEFROM A  
MARKETPLACE  
SUCH AS EBAY,  
TMALL ETC.DIRECTLY FROM A  
RETAILER'S APP

Base: All Respondents, n=500

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

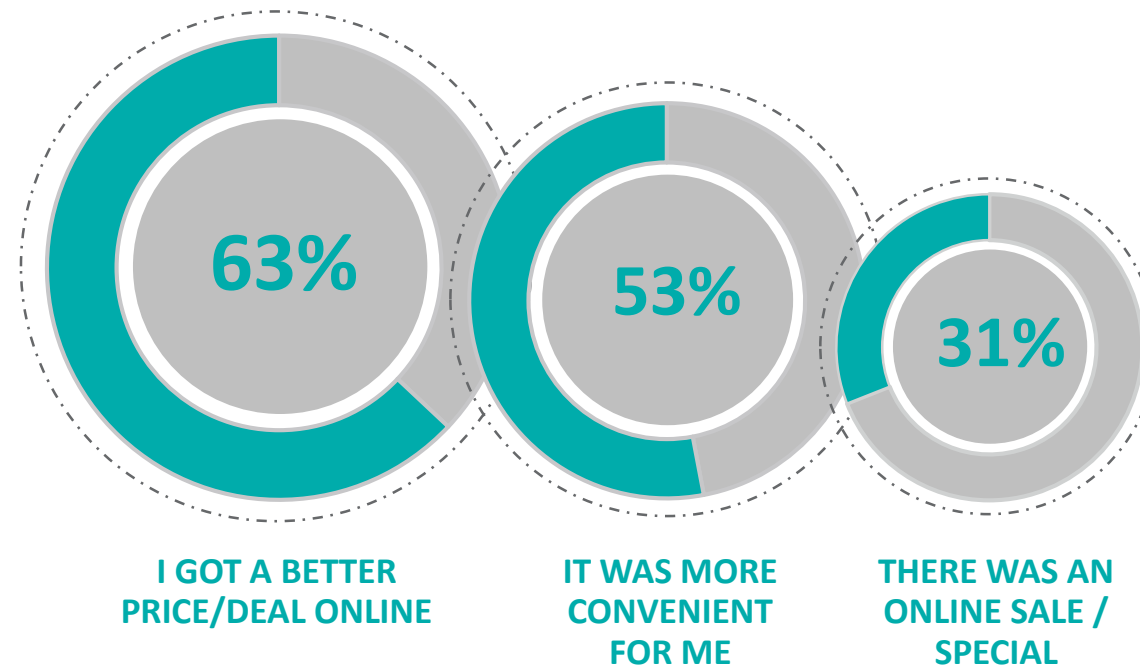
Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?



## TOP 10 CATEGORIES PURCHASED ONLINE



## TOP 3 REASONS FOR BUYING ONLINE



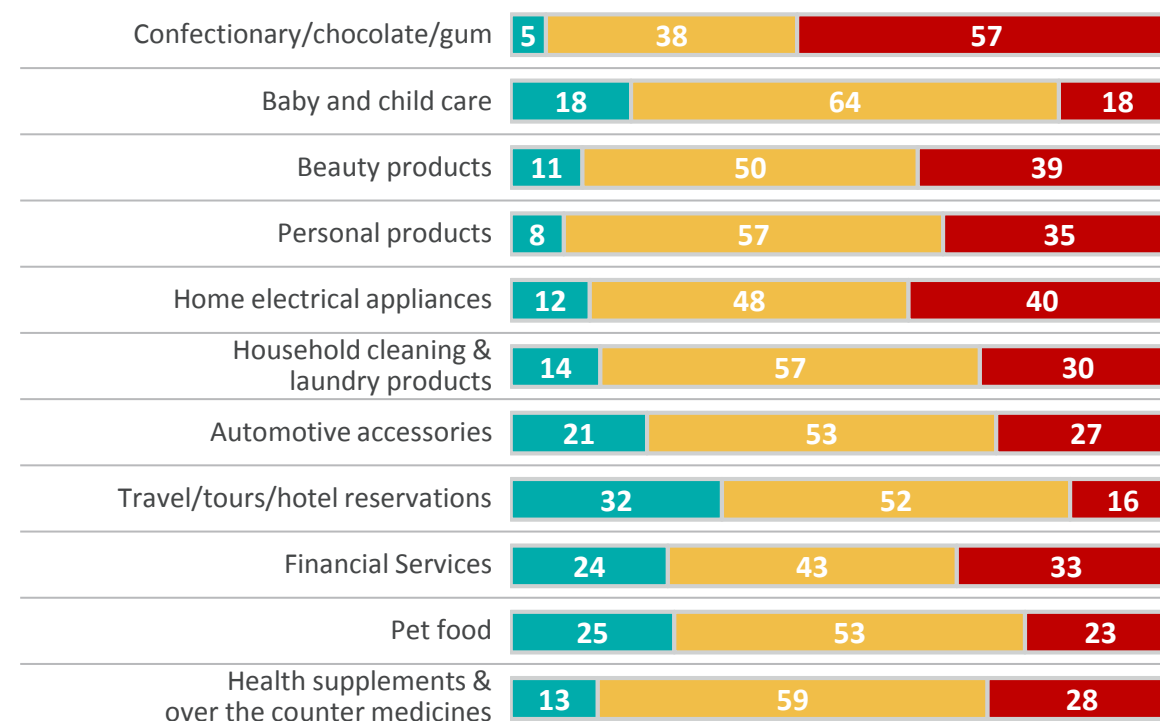
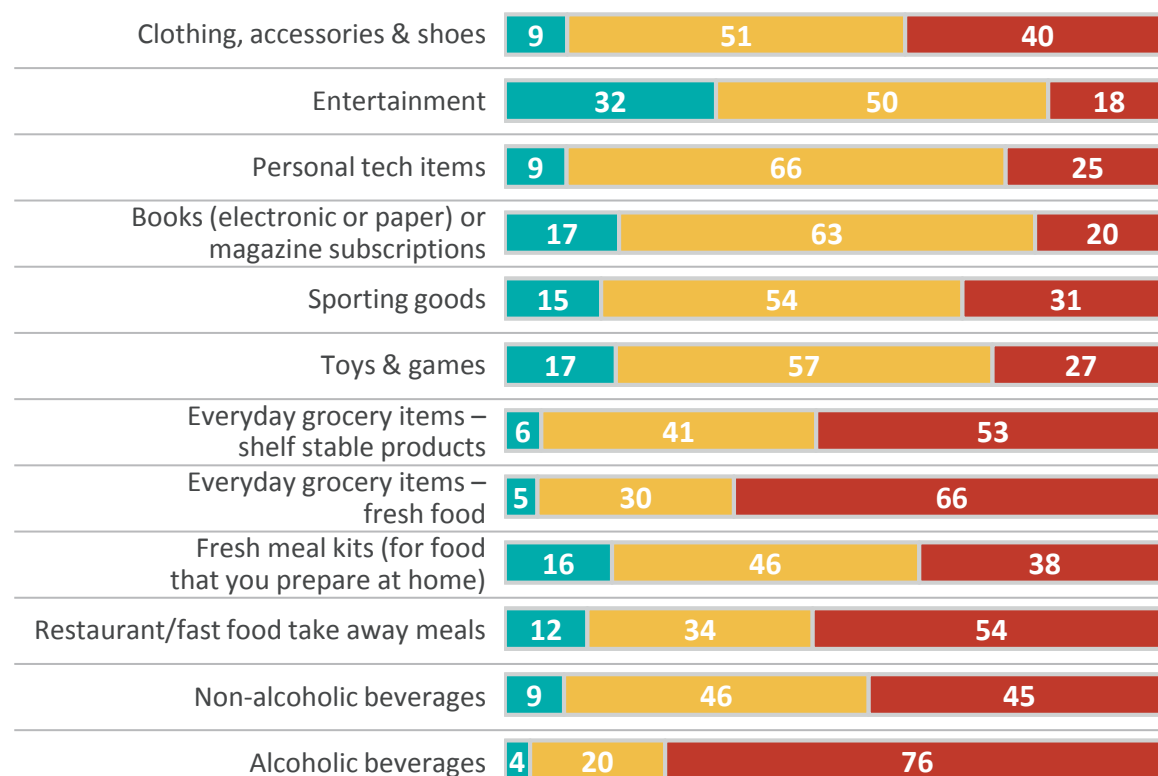
Base: All Respondents, n=500

Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?



## FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=23 to n=241

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

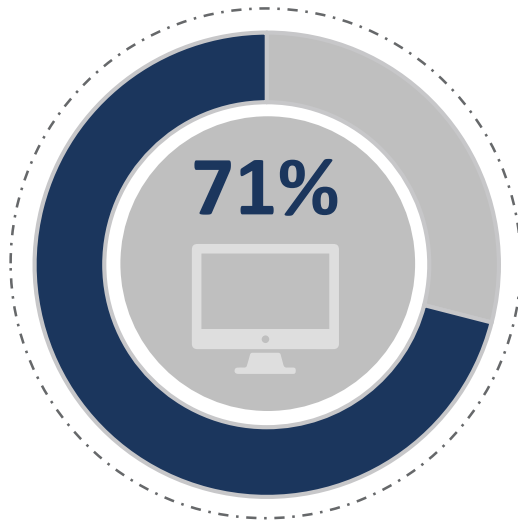
■ Exclusively/almost exclusively buy online  
■ Mostly buy online  
■ Occasionally buy online



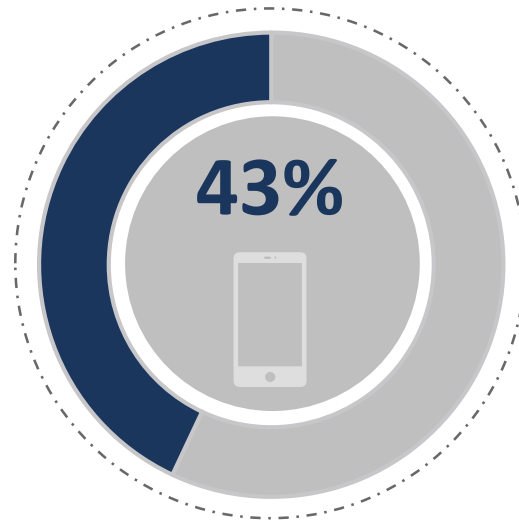
**SPAIN**



## DEVICES USED TO PURCHASE ONLINE P3M

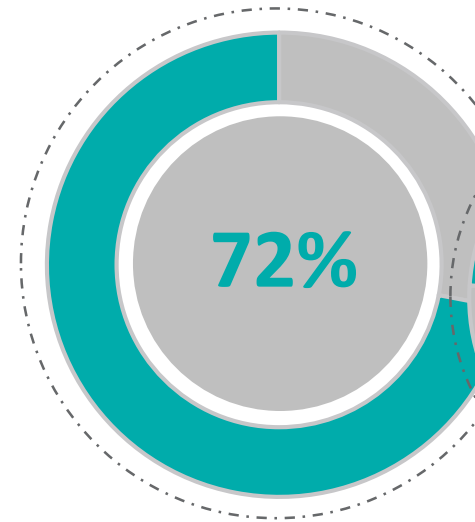


**COMPUTER/  
LAPTOP**

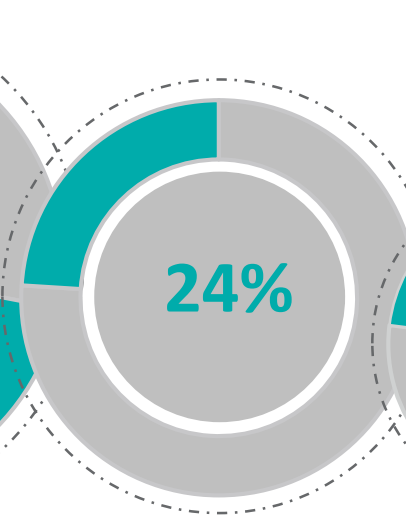


**MOBILE**

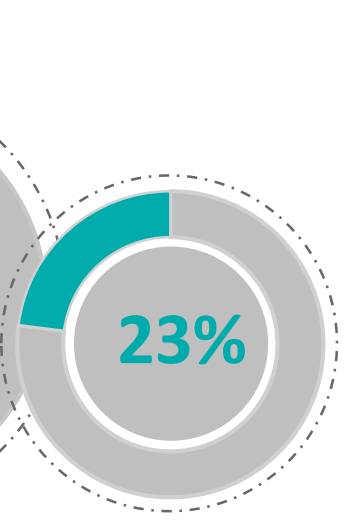
## METHODS USED TO PURCHASE ONLINE P3M



**DIRECTLY FROM A  
RETAILER'S WEBSITE**



**FROM A  
MARKETPLACE  
SUCH AS EBAY,  
TMALL ETC.**



**DIRECTLY FROM A  
RETAILER'S APP**

Base: All Respondents, n=500

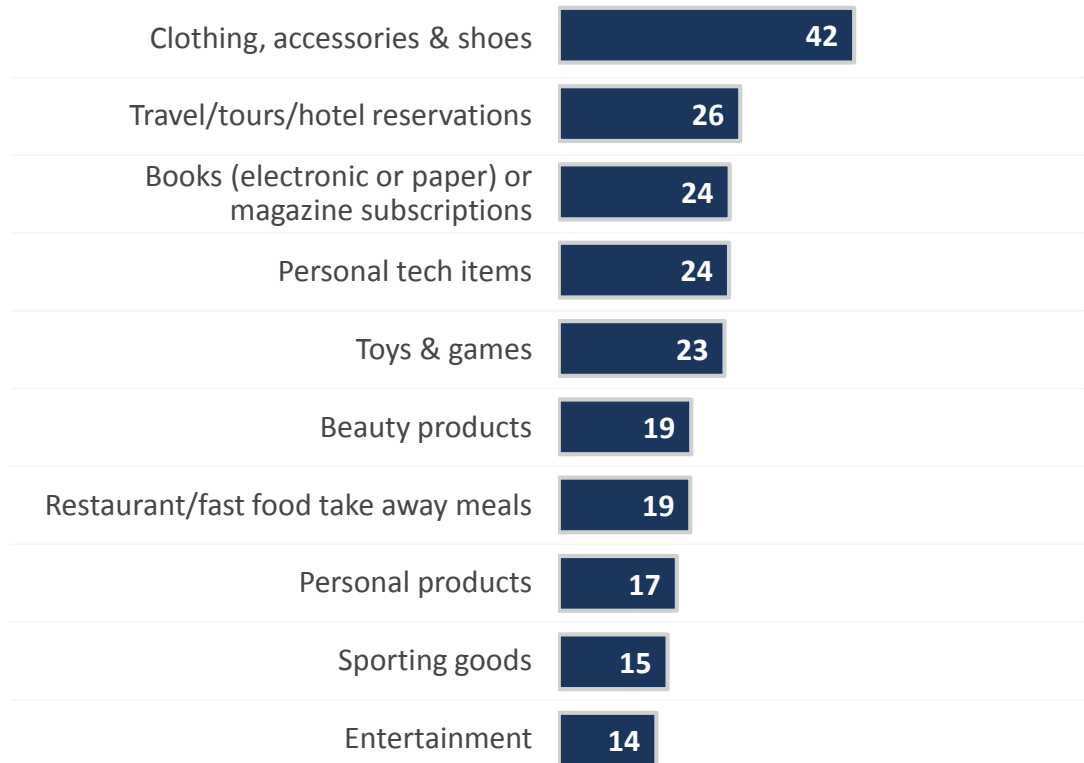
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

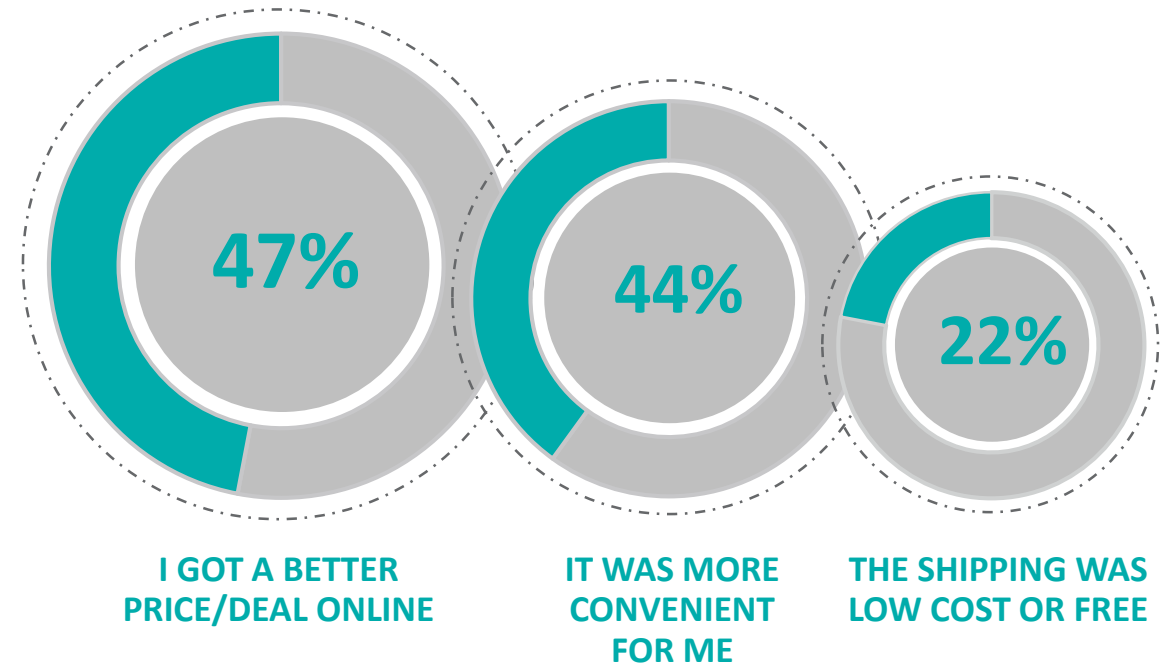




## TOP 10 CATEGORIES PURCHASED ONLINE



## TOP 3 REASONS FOR BUYING ONLINE



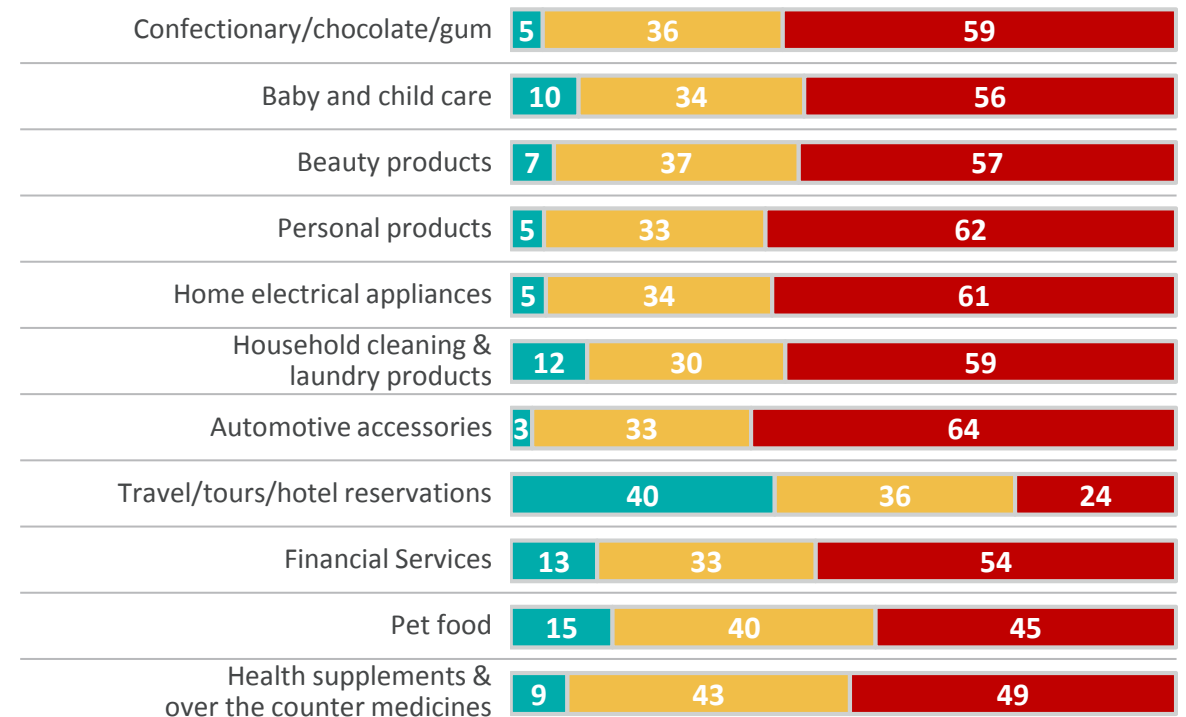
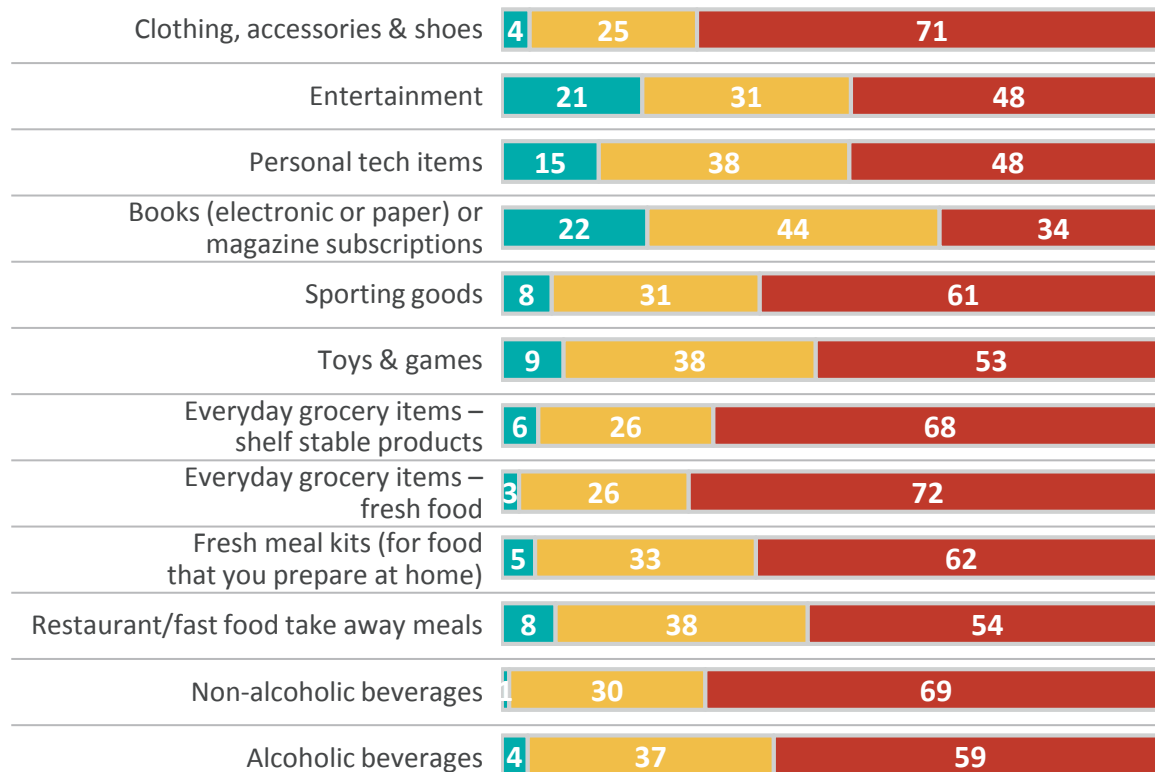
Base: All Respondents, n=500

Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?



## FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



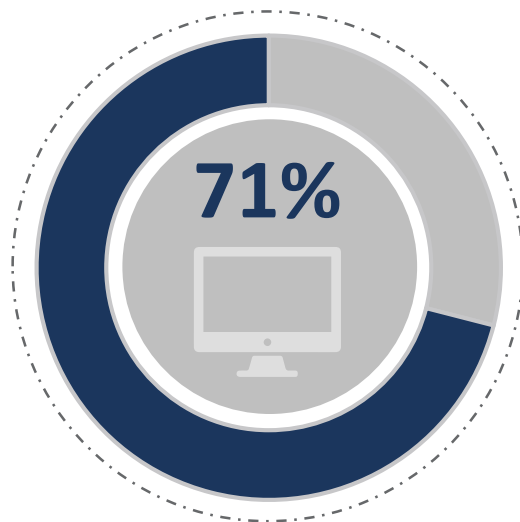
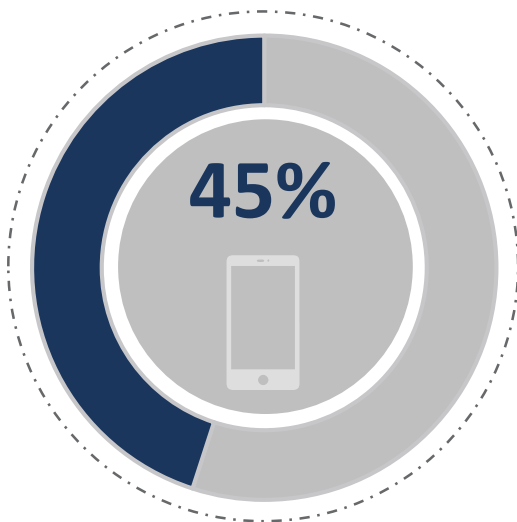
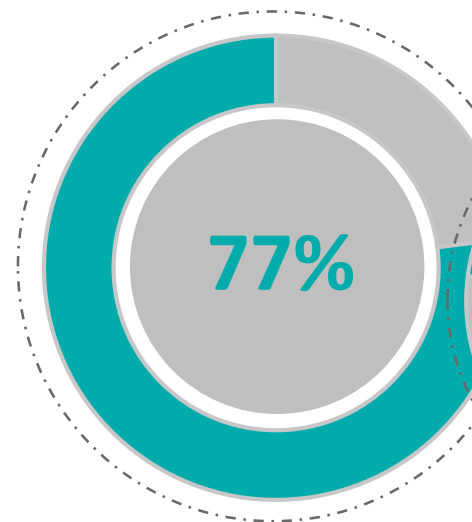
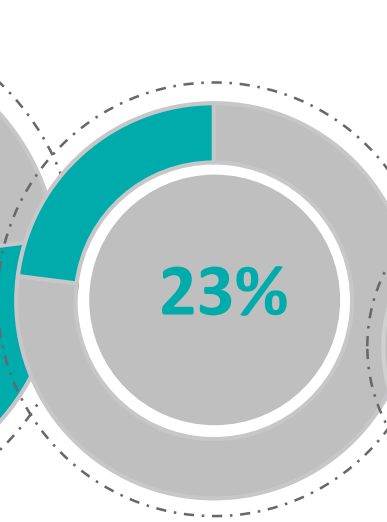
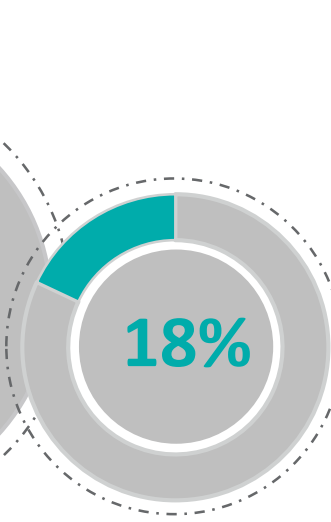
Base: Per category, range from n=21 to n=207

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

■ Exclusively/almost exclusively buy online  
■ Mostly buy online  
■ Occasionally buy online



**SWEDEN**

**DEVICES USED TO PURCHASE ONLINE P3M****COMPUTER/  
LAPTOP****MOBILE****METHODS USED TO PURCHASE ONLINE P3M****DIRECTLY FROM A  
RETAILER'S WEBSITE****FROM A  
MARKETPLACE  
SUCH AS EBAY,  
TMALL ETC.****DIRECTLY FROM A  
RETAILER'S APP**

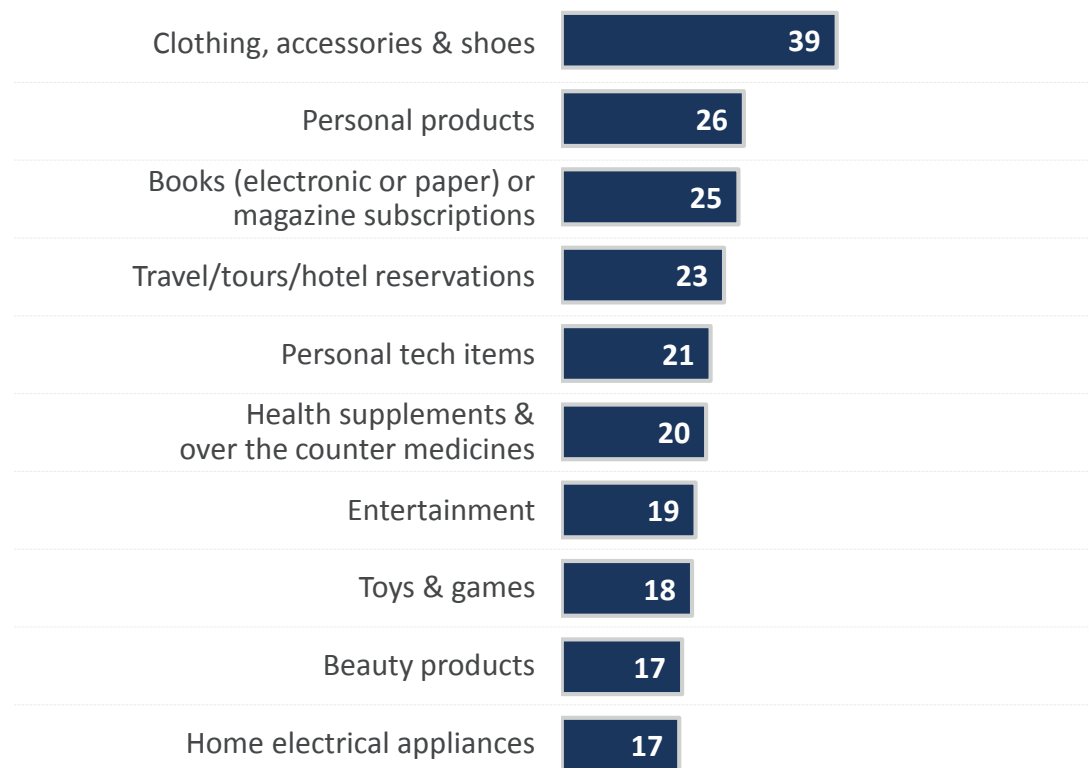
Base: All Respondents, n=500

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

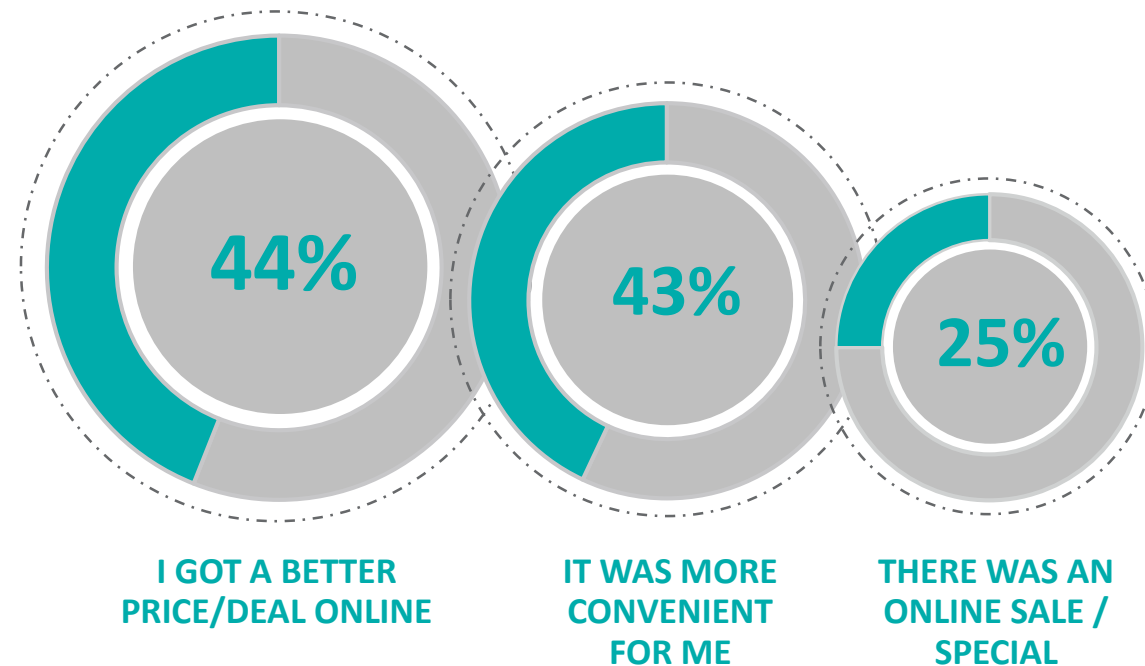
Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?



## TOP 10 CATEGORIES PURCHASED ONLINE



## TOP 3 REASONS FOR BUYING ONLINE



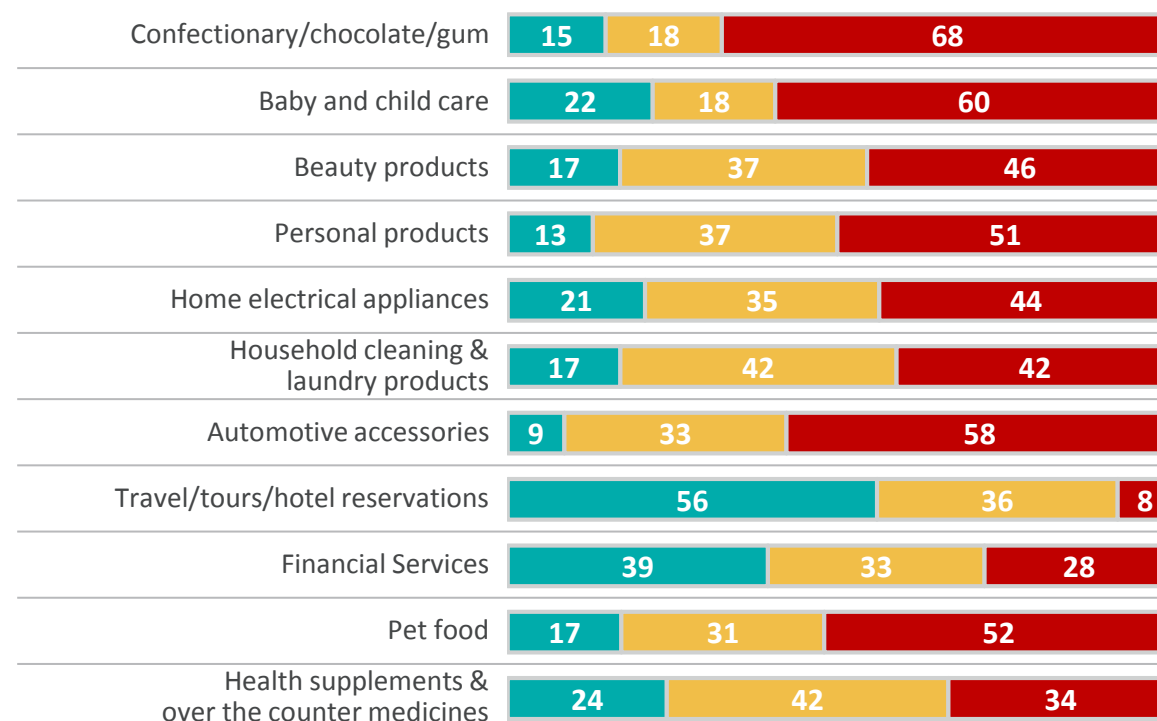
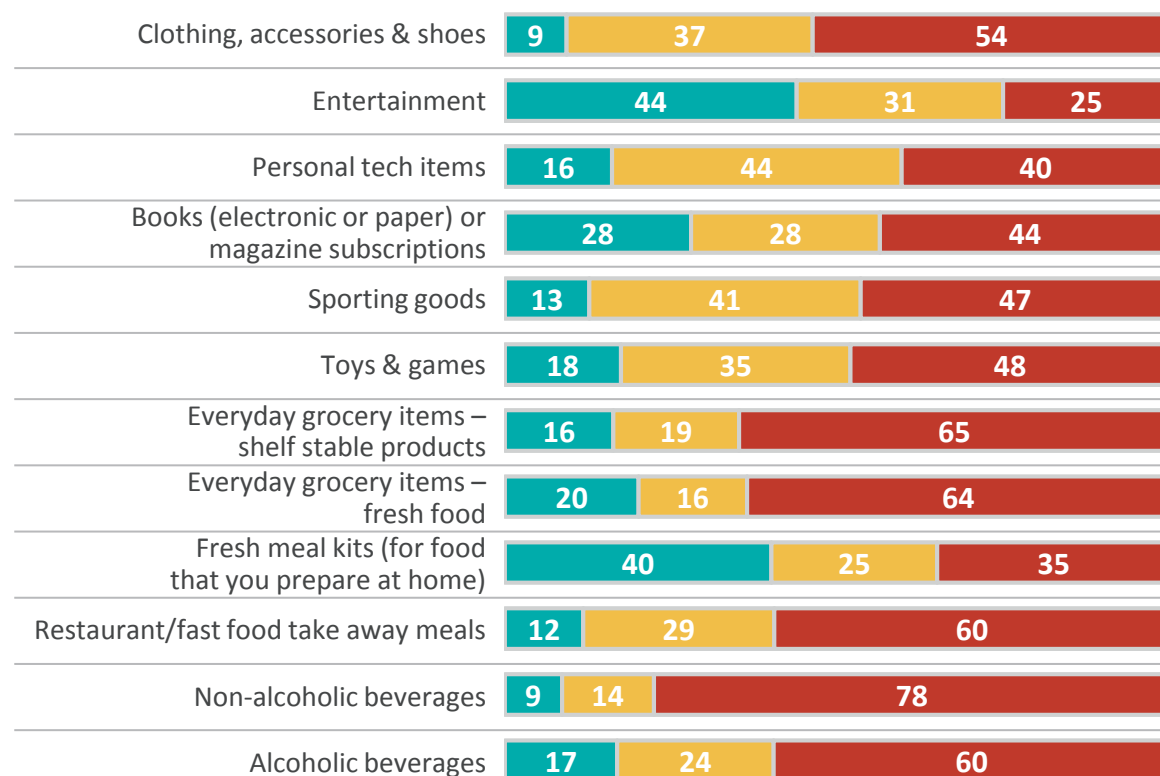
Base: All Respondents, n=500

Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?



## FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=30 to n=193

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

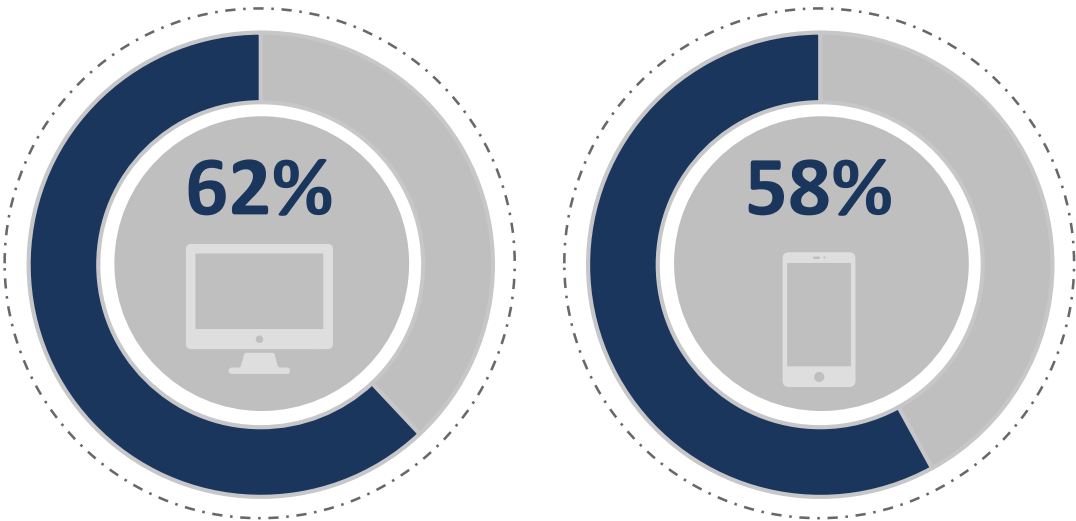
■ Exclusively/almost exclusively buy online  
■ Mostly buy online  
■ Occasionally buy online



**TURKEY**

# Mobile purchase has a high penetration in Turkey; an opportunity to develop retailer's app and marketplace potential

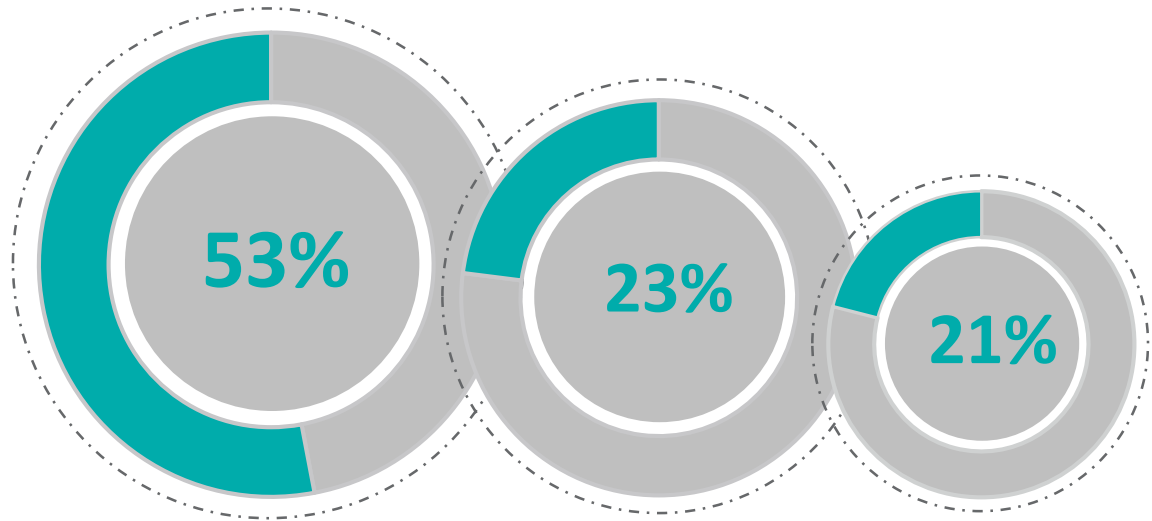
## DEVICES USED TO PURCHASE ONLINE P3M



COMPUTER/  
LAPTOP

MOBILE

## METHODS USED TO PURCHASE ONLINE P3M



DIRECTLY FROM A  
RETAILER'S WEBSITE

DIRECTLY FROM A  
RETAILER'S APP

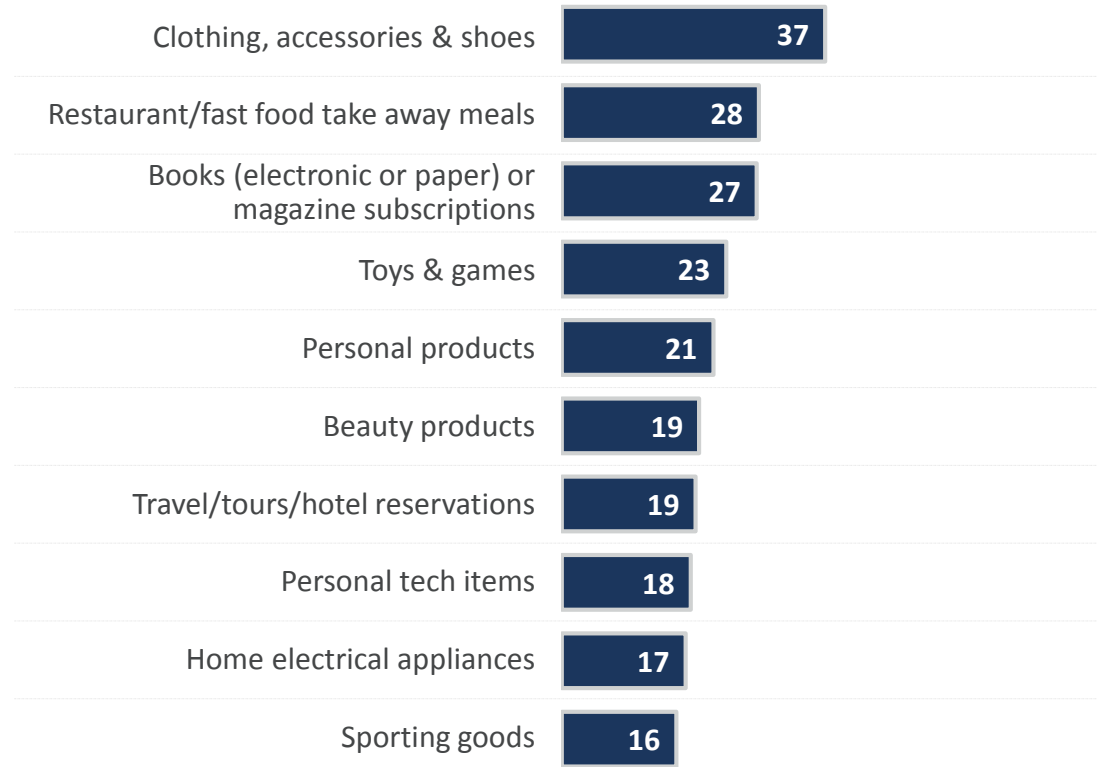
FROM A  
MARKETPLACE  
SUCH AS EBAY,  
TMALL ETC.

Base: All Respondents, n=500  
 Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?  
 Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?  
 China Mexico Great Britain Japan

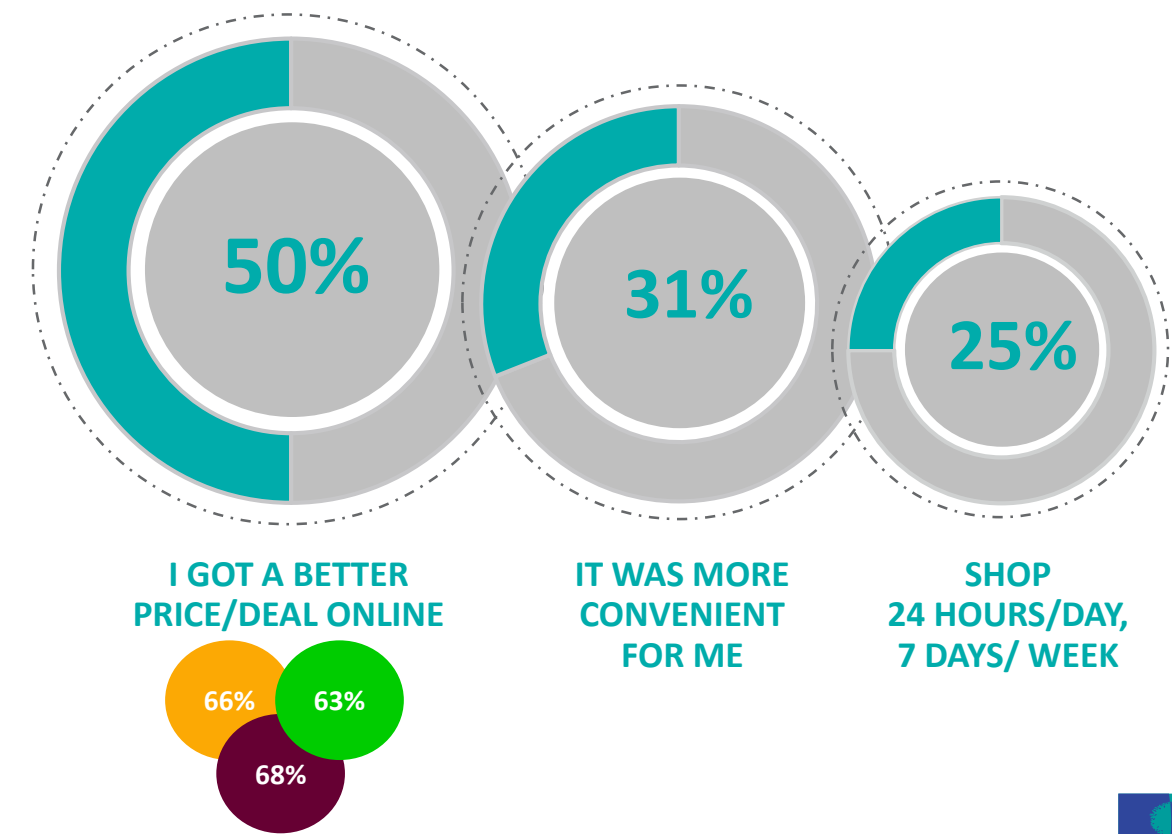


# Half of Turkish people are buying online because of price/promo reasons and a third for convenience

## TOP 10 CATEGORIES PURCHASED ONLINE




## TOP 3 REASONS FOR BUYING ONLINE

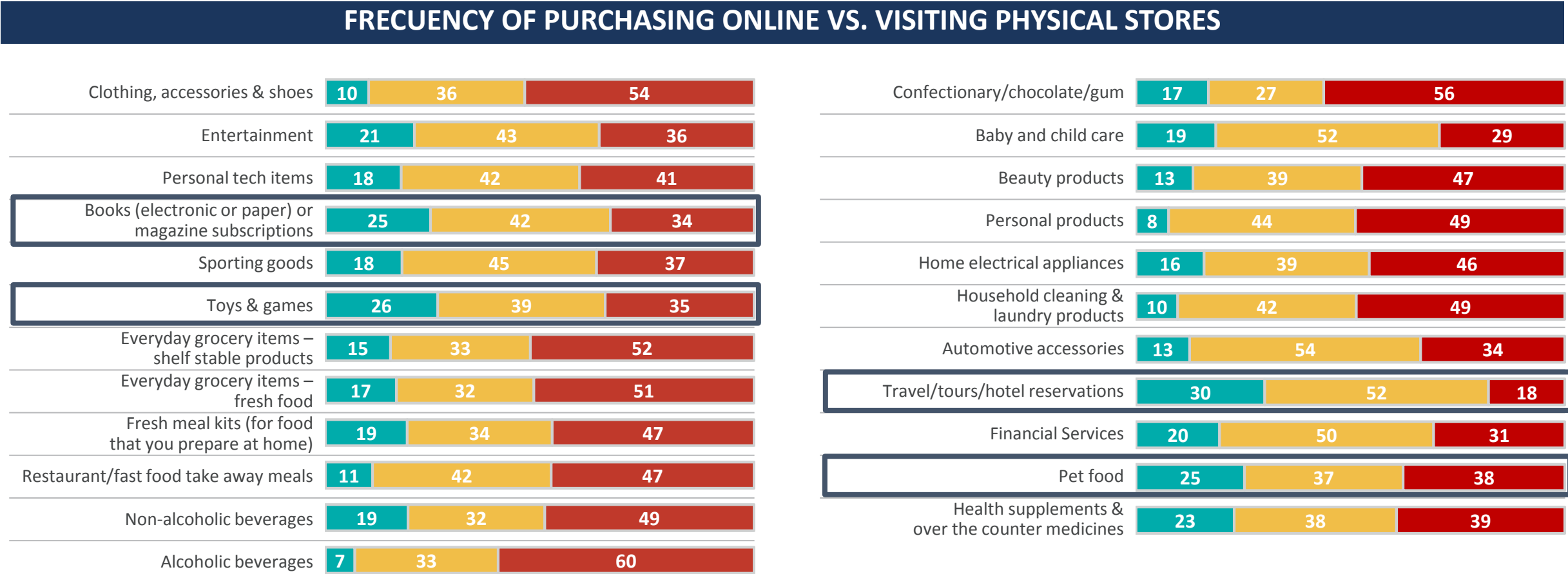


Base: All Respondents, n=500  
 Q3. Which of the following have you purchased online in the last 6 months?  
 Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?

# If “Clothing, accesories & shoes” is the first category bought online, frequency of purchasing these articles online is low comparing to other categories such as travel or toys, books and pet food.



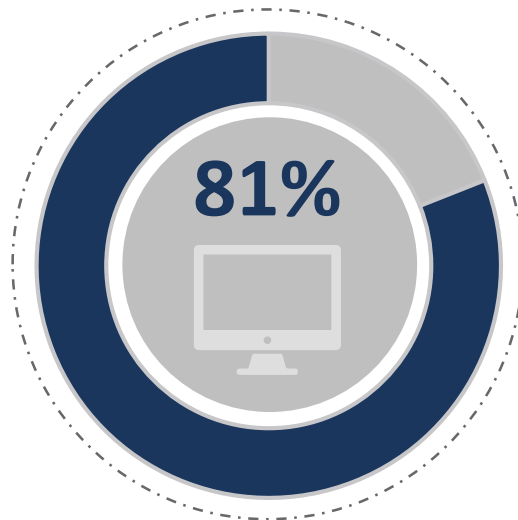
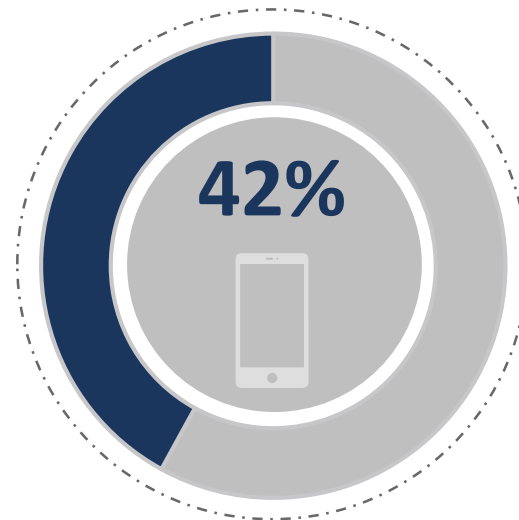
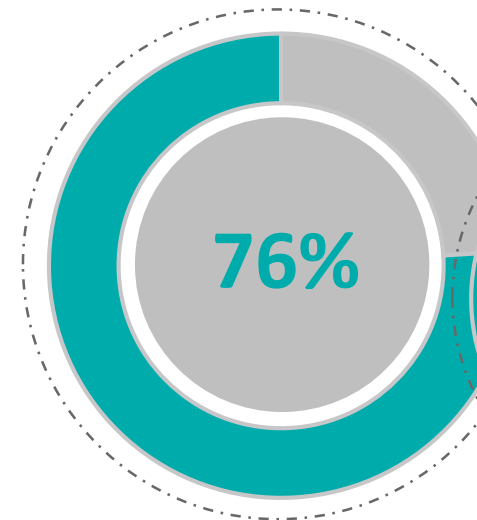
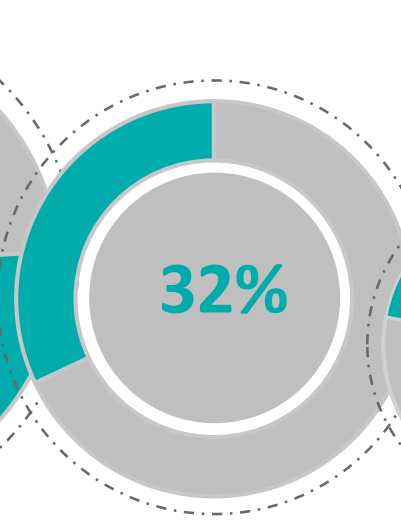
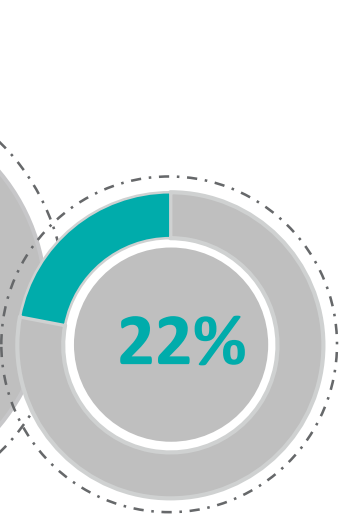
TURKEY





# UNITED STATES

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**DEVICES USED TO PURCHASE ONLINE P3M****COMPUTER/  
LAPTOP****MOBILE****METHODS USED TO PURCHASE ONLINE P3M****DIRECTLY FROM A  
RETAILER'S WEBSITE****FROM A  
MARKETPLACE  
SUCH AS EBAY,  
TMALL ETC.****DIRECTLY FROM A  
RETAILER'S APP**

Base: All Respondents, n=500

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

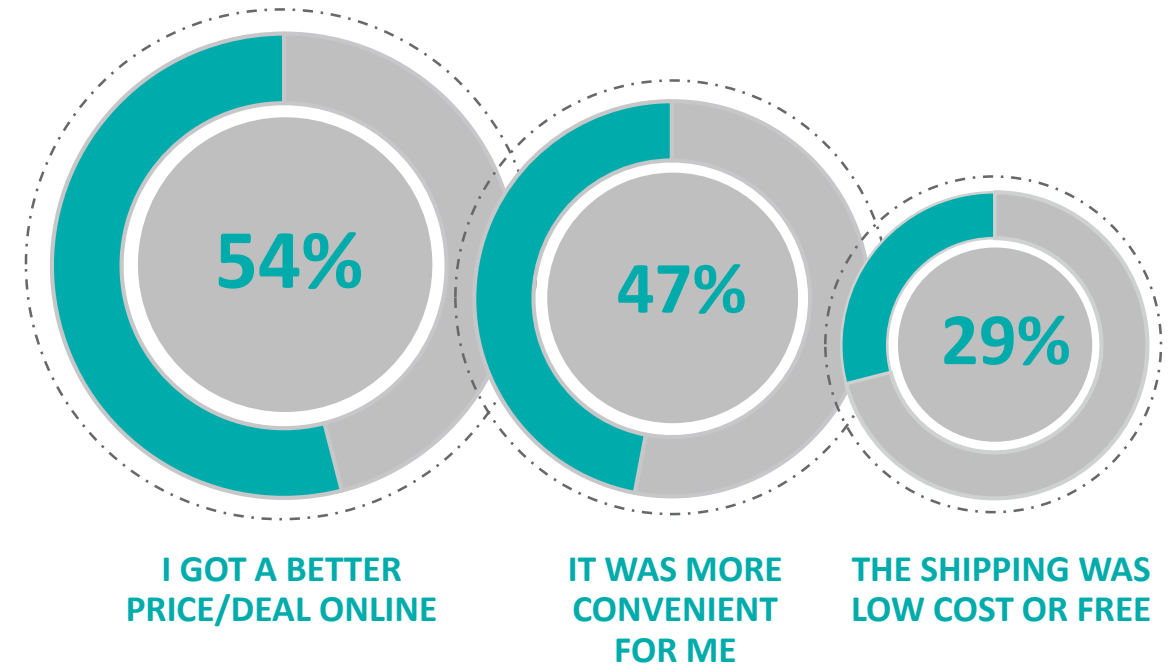
Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?



## TOP 10 CATEGORIES PURCHASED ONLINE



## TOP 3 REASONS FOR BUYING ONLINE



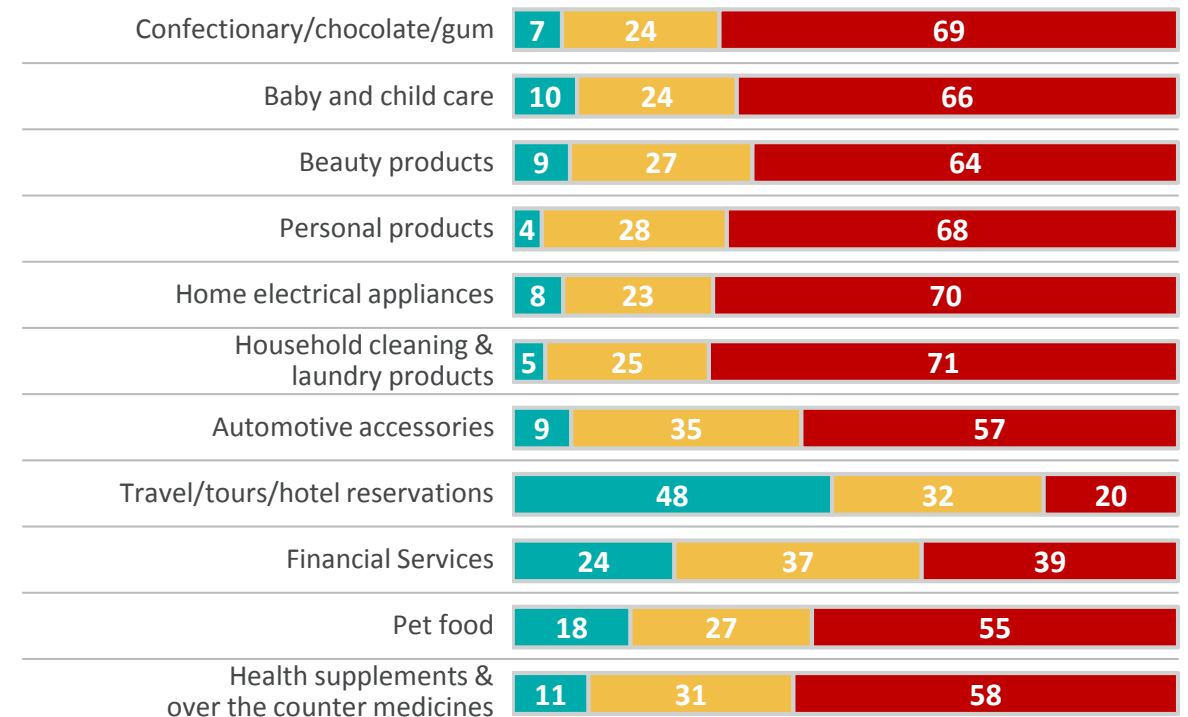
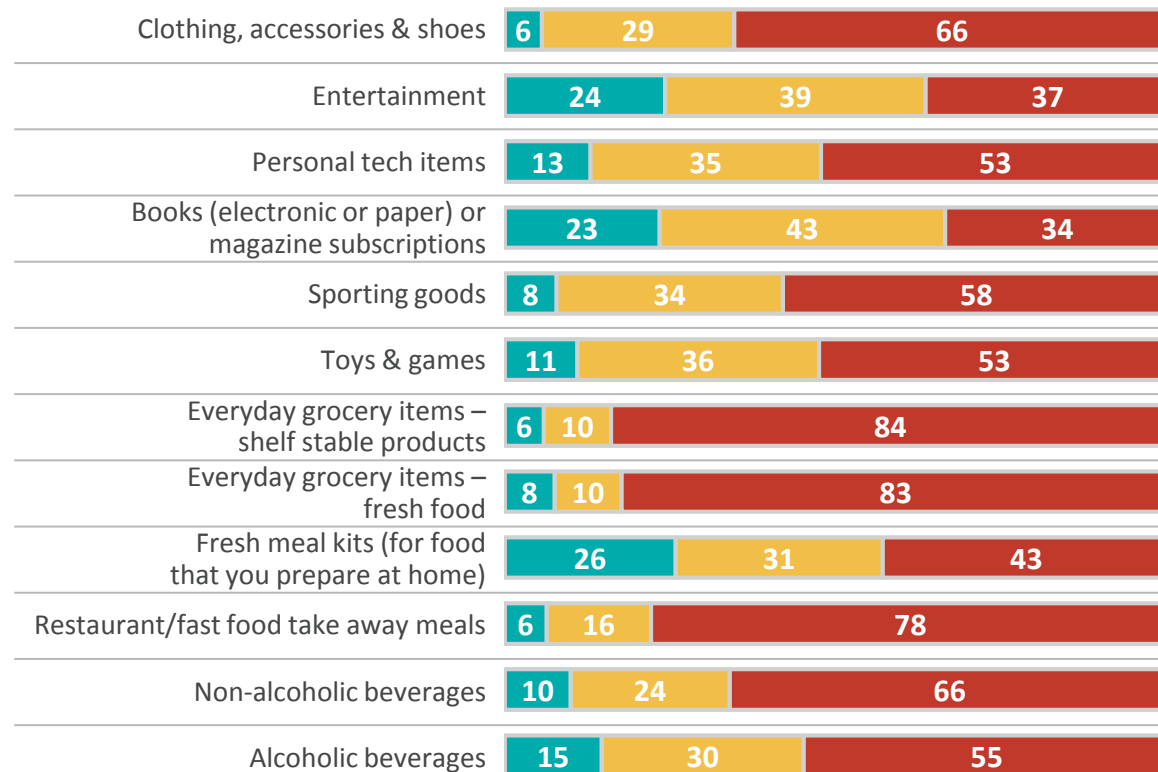
Base: All Respondents, n=500

Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?



## FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=28 to n=243

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

■ Exclusively/almost exclusively buy online  
■ Mostly buy online  
■ Occasionally buy online